



National Product Search Winner Announced

January 19, 2009

Dallas Market Center, the world's largest wholesale merchandise resource, recently announced "The Next Big Thing" winner – SIPATINIZ™. "The Next Big Thing" is a national search for the best new products.

The winner was announced during the Dallas Total Home & Gift Market on Saturday, January 17, and awarded a prize package worth more than \$10,000 including exhibit space at the Total Home & Gift Market, June 26–29, 2009, a feature profile in one of Dallas Market Center's award-winning publications and consultations from leading industry experts regarding branding, public relations, visual merchandising and much more.

"All of the finalists did an excellent job and we were thrilled to have them show their new products in Dallas," said Cindy Morris, COO, Dallas Market Center. "We look forward to continuing our search and introducing up-and-coming exhibitors to the marketplace."

Dallas Market Center will host the next contest during its Dallas Total Home & Gift Market in June. Information on the contest is available at dallasmarketcenter.com.

SIPATINIZ was selected from three contest finalists including Good For You Girls™ and Vintage Hem©. The finalists received airfare and hotel to market for their products to be shown in a complimentary exhibit space.

SIPATINIZ, based in Rowlett, Texas, is a spill-resistant martini glass. The glasses are the traditional shape and style of a martini glass with a design that prevents spills. The curved rim is a practical enhancement to the iconic martini glass and allows partygoers to move around with ease, without worrying about spills.

Renee Williams, founder of SIPATINIZ, noticed the martini was frequently the drink of choice while attending social and business events. She always loved the sophistication of a martini glass but hated the spills; as a result she designed a glass that she could enjoy and share with others. To learn more about SIPATINIZ visit sipatiniz.com.

For additional information on the contest, visit dallasmarketcenter.com and click on "The Next Big Thing" or e-mail thenextbigthing@dmccmail.com.

Dallas Market Center holds four Total Home & Gift Markets (January, March, June and September) and five Apparel & Accessories Markets (January, March, June, August and October) each year. Retail buyers are offered new lines and products at Dallas Market Center throughout its permanent showrooms and temporary exhibition space.

About Dallas Market Center

Founded in 1957, Dallas Market Center is the world's largest wholesale merchandise resource. Within its marketplace of more than five million square feet, retailers from around the globe source products ranging from home furnishings, gifts, decorative accessories and lighting to textiles, fashion accessories and men's, western, women's and children's apparel. With more than 50 markets each year attended by more than 200,000 retail buyers from all 50 states and 84 countries, Dallas Market Center offers

hundreds of events and seminars geared toward helping retailers expand business and increase profits. As a result, more than \$8 billion in estimated wholesale transactions are conducted annually within the Dallas Market Center complex. The Dallas Market Center Web site is available at dallasmarketcenter.com.

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[back to top](#)

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