



## **New Doormat Collection from Imports Unlimited brings Disney Magic to Life**

**Mt. Laurel, NJ** – From Mickey Mouse and Toy Story to Winnie the Pooh and Alice in Wonderland, beloved Disney and Disney-Pixar story characters are embedded in American culture. Now, people everywhere can bring the magic home with their favorite Disney character silk-screened on the new 2010 Disney-inspired Doormat Collection from Imports Unlimited.

Launching at the Americasmart Gift & Home Furnishings Show in January, the new collection features six designs capturing the whimsy of Disney. The doormats measure 18" x 30" with suggested retail price of \$29.95.

"Disney has been creating magical moments for millions of people of all ages for more than half a century," said Andrew Dottermusch, category director of home improvement and outdoor living for Disney Consumer Products. "The new Doormat Collection from Imports Unlimited features classic Disney characters with punchy short greetings and the great design sensibility that Imports Unlimited is known for. The overall result is a collection that will appeal to many."

Each new Disney-inspired doormat was designed to provide an engaging experience featuring a familiar Disney character welcoming people home and bringing back warm memories of Disney's rich heritage.

Known for their wide array of designs, brilliant art and clean graphics from prominent artists, the new doormat collection is available in high-quality 100% natural coco fiber with PVC non-slip backing, making them extra durable and welcoming.

"We're thrilled that Disney has trusted us to design and produce their cherished characters on our doormats," says Eirini Kalafatides, president of Imports Unlimited. "Our new Disney collection has a universal appeal that shares the warmth of Disney's endearing stories of hope and joy to everyone."

For more information visit Imports Unlimited at [www.wholesaledoormats.com](http://www.wholesaledoormats.com).

*Imports Unlimited, based in New Jersey, USA, is a wholesaler of high-quality doormats and other textiles (i.e. it wholesales doormats - wholesale doormat sales only). It also is a wholesaler of Disney doormats (i.e. wholesaling Disney doormats such as Mickey doormats, Tinker Bell doormats, Winnie to Pooh doormats and Alice in Wonderland doormats). Being a wholesaler of doormats, we sell to retailers, catalog merchandisers and other wholesalers. We do not sell our products directly to the public.*