



Sold-Out 2018 International Home + Housewares Show Brims with Innovation & Vibrant Buzz

March 19, 2018

The just-concluded 2018 [International Home + Housewares Show](#) is garnering rave reviews from the industry with an overall sentiment that the quality of top-to-top buyer and seller attendees was the strongest in years. The Show was sold-out with 2,244 exhibitors from 47 countries and featured a focus on the smart home and connected products.

The [International Housewares Association](#) is the 80-year-old voice of the housewares industry, which accounted for (US)\$355.4 billion at retail worldwide in 2016 (\$87.1 billion at retail in the U.S.). The not-for-profit, full-service association sponsors the world's premier exposition of products for the home, the International Home + Housewares Show, and offers its 1,700 member companies a wide range of services, including industry and government advocacy, export assistance,



The IHA Global Innovation Awards (*gia*) were created with the objective of fostering innovation and excellence in housewares retailing throughout the world.

The competition is structured on a two-tier level, national and global. Co-sponsoring the country-specific *gia* awards programs with IHA are over 25 housewares trade publications worldwide, which sponsor national *gia* programs in their respective countries.

Juries appointed by each publication select national winners who then participate in the global competition at the International Home + Housewares Show in March each year. Up to five retailers are further honored as *gia* Global Honorees based on the determination of a distinguished panel of international retail experts.

In the category of Personal Electronics, one of the five finalists was Yuyao, China based Bluecare, submitting the Blue Oxygen Mouth Rinse System. This product makes bacteria-killing activated water to freshen breath and improve dental hygiene. Bluecare designs and manufactures an innovative line of household appliances that generates ozone (O₃) infused water. Ozone has been used as a sterilizer and purifier in municipal water and industrial settings for more than 100 years. Bluecare is the first product line that takes this technology to the home.

Bluecare activated water is used to kill bacteria and virus on fruit, vegetables, meat, fish, as well as on household products like baby bottles, toys and kitchen sponges.