

'Sliders' a Slippery Success Story

Unique floor-saving product continues to grow in category it created

Whenever any product passes the 120 million units sold mark, it's a sure sign that the manufacturer is doing something right. If a product is performing up to—or beyond—expectations, consumers love it and come back for more. Retailers love it, too, because their customers are happy, the cash registers ring. Everyone benefits.

One of those modern American product success stories is Magic Sliders, the thin Teflon-like, slippery-smooth discs that make moving even the heaviest furniture and home furnishings effortless while preventing damage to floors.

Available in many sizes and shapes to fit under all types of furniture and appliances, Magic Sliders enable objects—up to an amazing 3,200 lbs.—to simply glide across the floor as if mounted on ice cubes. These little discs also do a superb job of protecting flooring from the scratches, gouges and damage typically caused when furniture or chairs are moved. They work equally well on wood, vinyl and ceramic tile and even on carpeting.

Yet another benefit is that because they allow homeowners to simply push, not lift, heavy household items, these “magical” discs can actually help prevent that universal human malady—the sprained back. We don't know if chiropractors would actually recommend Magic Sliders to their customers (or if they view them as competition!), but perhaps they should.

It's no surprise, then, that consumers who know about Magic Sliders love them and continue to buy them by the millions. And although a number of “knock-off” imitators have entered the market in recent years, none work as well or have demonstrated the sales success of the original Magic Sliders, the creator of this product category and by far its leading brand.

Magic Sliders are inexpensive and come packaged in sets of four to eight. Most sets include double-faced tape, nails, screws, or a new “grip tip” version for fast, easy installation. For temporary or non-permanent use, or for extendable leveling feet on appliances, a concave shape also is available. Choosing which type to use is as easy as picking a shape to match the size of the furniture or appliance leg—or simply use one of the larger sizes for items without legs. For more information on all of the different styles and their uses, consumers can visit the company's Web site at www.magicsliders.com.

Most home-product stores stock Magic Sliders, including hardware, bed and bath, furnishings retailers and major home centers. Just keep in mind that although there are other brands, they are not the same. It's worth asking for genuine Magic Sliders by name. **HP**

Caption: Cup-shaped Magic Sliders are perfect for temporary or non-permanent use under furniture legs or feet.