



Bonci Hair Holder Invention In Search of Licensee

An innovative and useful new product designed to effectively address a common shower-related problem, the ***Bonci Hair Holder***, has been developed by Nicholas Boncimino of Golden, Colorado. The invention's unique design insures that stray long hair does not infiltrate areas where it can cause hassle or problems.

The ***Bonci Hair Holder***'s proprietary features enable it to insure that hair is kept out of drains and walls. The product saves time and effort when cleaning tubs and showers. Additionally, the ***Bonci Hair Holder*** helps to prevent potentially costly repairs associated with unclogging drains or dealing with water overflow caused by a clogged drain. Furthermore, it is easily and quickly disposable after use. Moreover, the ***Bonci Hair Holder*** comes available in a variety of shapes and sizes and is offered with a decorative appearance, allowing it to accent the look of a bathroom. It will also be competitively priced and made from durable materials, adding to its appeal.

Mr. Boncimino now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom accessories industry are currently being targeted as candidates to eventually commercialize the ***Bonci Hair Holder*** on a worldwide basis.

In August 2014, Mr. Boncimino contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Bonci Hair Holder*** to potential licensees for a 2 year period. *Innovation Direct*™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that *Innovation Direct*™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Bonci Hair Holder*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of *Innovation Direct*™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.