



### *Creative Canister Set Invention In Search of Licensee*

An innovative and space saving device targeted at homeowners, the ***Creative Canister Set***, has been developed by Alva Arlene Clark of Wolfforth, Texas. The invention's unique design provides its users with an easy to use and economical method of keeping perishable items in their kitchens fresh and within easy reach.

In today's economic climate, with disposable income an increasing rarity for many, home improvement projects such as kitchen remodeling are often indefinitely delayed. Therefore, any product that can assist a consumer in saving space in their existing kitchen design adds an extra element of valuable and utility.

Accordingly, the ***Creative Canister Set*** will enable consumers to maximize storage space for different food products, and it will also allow for the immediate assessment of how much content is within each. The canisters will also be made available in multiple sizes to suit different needs and preferences. They will be fabricated from durable plastic, making them a particularly valuable long-term investment for any household. Additionally, the ***Creative Canister Set***'s containers will feature user friendly lids that will make it simple for even those with physical limitations to remove and replace.

The inventor of the ***Creative Canister Set*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Creative Canister Set*** on a worldwide basis.

In August 2011, Mrs. Clark contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Creative Canister Set*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through 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 ***Creative Canister Set*** 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](mailto:MR@innovationdirectonline.com).