



Dryer Sheet Box Holder Invention In Search of Licensee

A simple yet innovative new household product designed to eliminate a common annoyance at laundry time, the ***Dryer Sheet Box Holder***, has been developed by Leslie Mease of Osceola Mills, Pennsylvania. The invention's unique design provides an effective method of securing a dryer sheet box and simultaneously making it very easily accessible to the user.

Fabric softener dryer sheets are very commonly used as an alternative to more expensive liquid fabric softener but can easily be forgotten during the clothes washing and drying process if not readily visible. Often, the box holding the sheets has no natural location within a laundry room, and it also easily lends itself to falling if placed on top of the dryer, where the machine's natural vibrations during operation could cause it to shift.

The ***Dryer Sheet Box Holder*** addresses these issues by providing a sturdy and durable housing for dryer sheet boxes holding up to 80 sheets. A version capable of holding a larger box will certainly be feasible to produce as well. The product will secure and install instantly anywhere on or around the dryer for immediate and unobstructed access, and its design features will insure that boxes are optimally convenient to insert and remove.

The ***Dryer Sheet Box Holder*** will save its users time and hassle in dealing with loose dryer sheet boxes. Additionally, the product keeps dryer sheets in close and convenient proximity for those who are physically challenged or disabled. It will also help greatly reduce the possibility that the user will forget to insert the dryer sheets into the washed clothing, which results in a lower quality laundry load. Additionally, ***Dryer Sheet Box Holder*** will be very affordably priced, adding to its appeal.

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

In August 2011, Mr. Mease contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Dryer Sheet Box Holder*** 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 ***Dryer Sheet Box 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.