



Garbage Presser Invention In Search of Licensee

An innovative new product designed to help its users dispose of trash in easier and more efficient fashion, the ***Garbage Presser***, has been developed by Darron C. Jones of Huntsville, Alabama. The invention's unique design provides its users with an effective method of making garbage in a receptacle more compact, thereby allowing for the maximizing of space.

The disposing of garbage, particularly in the average household, can become a challenging proposition with regards to space. This is particularly true in larger families, where the daily accumulation of waste can be considerably higher than average. In such instances, the only viable solution is often to continually try to compress garbage by hand into a receptacle, a cumbersome and often unpleasant task.

The ***Garbage Presser*** addresses this common annoyance by providing its users with an easy method of compressing garbage, thereby eliminating the problem of having trash spill outside the receptacle at pick-up time. By doing so, it will prevent instances of having to come into direct contact with garbage and waste, which can prove to be both unsanitary and potentially dangerous.

Through its proprietary features and the benefits it offers, the ***Garbage Presser*** will also save time and effort for sanitation workers at garbage collection time. Additionally, the ***Garbage Presser*** will be durable and competitively priced, adding to its appeal. It will also be designed to work well with virtually any large garbage receptacle.

Mr. Jones 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 ***Garbage Presser*** on a worldwide basis.

In November 2011, Mr. Jones contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Garbage Presser*** 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 ***Garbage Presser*** 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.