



## ***Gonzales Peg Tube Holder Invention In Search of Licensee***

An innovative new product designed to make the handling of a common medical accessory a much easier proposition, the ***Gonzales Peg Tube Holder***, has been developed by John Gonzales of Fort Wayne, Indiana. The invention's unique design allows its users to avail themselves of an effective method of managing a personal feeding tube and prevent it from becoming a constant annoyance.

A Percutaneous Endoscopic Gastrostomy tube, more commonly abbreviated as a PEG tube, is utilized to provide nutrients through the abdominal wall when oral intake is not possible. In addition to the natural discomfort that this unnatural procedure entails, it also brings about some common everyday difficulties, such as its support and transport. Often, a patient is required to put the PEG tube inside the waistband of the pants they are wearing, which usually results in leaking. Another equally undesirable option is to tape the tube to the patient's chest or rib cage and then remove and replace it numerous times throughout the day, which can easily lead to general discomfort and a variety of skin irritations.

The ***Gonzales Peg Tube Holder*** will give its users an easy and comfortable way to maintain and support their PEG tube at all times. It will eliminate the need for its users to place it into the waistband of their pants, which can lead to leakage. It will also render the taping of the tube to the chest or ribcage unnecessary, thereby nullifying the opportunity for painful skin conditions to develop as a result of the constant replacement and removal. The product will also be simple to attach and unobtrusive to the individual's freedom of movement. Additionally, by insuring that the PEG tube remains in place, the ***Gonzales Peg Tube Holder*** will eliminate the chances of liquid nutrients being wasted.

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

In February 2012, Mr. Gonzales contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Gonzales Peg Tube 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Gonzales Peg Tube 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](mailto:MR@innovationdirectonline.com).

