



Pan Master Invention In Search of Licensee

An innovative new product designed to make a common kitchen related task much easier, the ***Pan Master***, has been developed by Wilfrid Lazarre of Wellington, Florida. The invention's unique design allows its users to thoroughly clean their pots and pans with minimal effort.

The effective scrubbing of pots and pans can take a considerable toll on both the hands and wrists over time. Particularly because these items tend to have food substances that adhere very stubbornly to their surfaces, the individual cleaning them must often exert considerable pressure in order to dislodge them. This can be a physical strain, particularly for those who are older or have reduced strength due to a chronic condition such as arthritis. The practice can even initiate and exacerbate long-term debilitating damage, such as carpal tunnel syndrome.

The ***Pan Master*** will address these common problems by providing its users with an effective tool that will clean their kitchen products and appliances in an efficient manner. The product will eliminate the need for steel pads, manual scrubbing brushes, and sponges, all of which bring their own unique problems. This in turn will promote a much more sanitary kitchen environment, as sponges can serve as a fertile breeding ground for bacteria and steel pads eventually produce a substantial amount of rust. Additionally, the ***Pan Master*** will eliminate the chances of the onset of chronic physical ailments of the hands and wrist due to prolonged and strenuous scrubbing.

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

In February 2012, Mr. Lazarre contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Pan Master*** 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 ***Pan Master*** 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.