



Can Crusher Invention In Search of Licensee

An innovative new product designed to make the recycling of cans a much more efficient and streamlined task, the *Can Crusher*, has been developed by John Turner of Dallas, Texas. The invention's unique design will provide its users with a means of consolidating used aluminum cans for recycling quickly and easily.

The last two decades have particularly brought a keen interest and focus on preserving the quality of the environment that surrounds us. Recycling has become one of the most crucial processes in this mission, and millions of households worldwide now practice it regularly. However, it is likely that recycling is prevented from reaching optimal levels due to some of the inconveniences that are part of readying products for the process.

With this in mind, the *Can Crusher* has been conceptualized. The *Can Crusher* will be easy to implement and begin using. It will make the storage and recycling of cans much more practical as well. As a result, it will encourage recycling by making the entire process simpler and less time consuming.

The inventor has also developed a prototype of the *Can Crusher* and used it with success.

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

In April 2012, Mr. Turner contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Can Crusher* 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 *Can Crusher* 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.