



Winter Buddy Invention In Search of Licensee

An innovative new product intended to solve a common problem related to cold climates, the **Winter Buddy**, has been developed by Robert Wloka of Bristol, Pennsylvania. The invention's unique design enables its users to clear snow and ice from their vehicles in an optimally efficient manner.

Cold weather, while certainly having its pleasant and enjoyable aspects, also presents a number of inherent difficulties. One of the most prevalent is the paralyzing effect that snow and ice build-up can have on motor vehicles. During the winter season, the clearing of windshields and the bodies of a vehicle in general becomes a daily cumbersome chore for many.

With this in mind, the **Winter Buddy** has been developed. The **Winter Buddy** will save its users considerable effort and time when attempting to get their vehicles into operating condition during the winter months. It also eliminates the need for its users to spend inordinate amounts of time exposed to frigid temperatures. Additionally, the **Winter Buddy** can also be effective in clearing the top of tractor trailers and the decks of boats. Furthermore, it will be simple to implement and begin using with the help of a vehicle's own components.

The inventor has also developed a prototype of the **Winter Buddy** and has utilized it with success.

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

In May 2012, Mr. Wloka contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Winter Buddy** 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 **Winter Buddy** 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.

