



Anderson Wheel Invention In Search of Licensee

An innovative new product intended to greatly improve the propagation of seeds, cuttings or plugs, the ***Anderson Wheel***, has been developed by Donald J. Hartman of Murphys, California. The invention's unique design significantly increases the productivity of a greenhouse per unit area.

The proper maintenance of a greenhouse can prove to be a challenging proposition for those who manage them, particularly the larger the area. For a greenhouse to work at optimal efficiency, one of the key elements that must be present is an even distribution of the resources needed for growth without an inordinate amount of effort or time being required.

With this in mind, the ***Anderson Wheel*** has been developed. The ***Anderson Wheel*** is capable of holding multiple trays of plants at once, saving a great deal of time and effort on the part of a greenhouse manager when carrying out their daily duties. Its proprietary features insure that all plants receive an equal amount of sunlight. Additionally, the product is capable of partial automation, helping to make it more efficient and effective in its intended purpose. Furthermore, it will function as well in a home nursery as in a commercial setting.

The inventor has developed a fully functioning prototype of the ***Anderson Wheel*** that has been utilized with success for many years. The invention is also in patent pending status with the United States Patent and Trademark Office.

Mr. Hartman now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the specialized apparel products industry are currently being targeted as candidates to eventually commercialize the ***Anderson Wheel*** on a worldwide basis.

In July 2012, Mr. Hartman contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Anderson Wheel*** 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 the ***Anderson Wheel*** 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.