



### ***Pillar to Post Luggage Invention In Search of Licensee***

An innovative new product designed to provide unprecedented convenience to those on the go, the ***Pillar to Post Luggage***, has been developed by Willie McIntosh of Williamsport, Pennsylvania. The product's unique design enables it to perform a number of different essential functions for its users.

One of the most challenging aspects of being constantly on the go is having access to a semblance of a normal meal and to one's essentials. With the hectic pace of today's life, it seems as if these things often get forgotten or downright ignored. One of the prevalent contributing factors to this is the lack of a product that can serve as both a travel storage item and provide additional functionality that would address the other basic needs mentioned.

To this end, the ***Pillar to Post Luggage*** has been conceived. The ***Pillar to Post Luggage*** provides its users with the ability to enjoy a cold beverage and warm meal while on the road. The product also offers easy and convenient storage of other necessary accessories, such as toiletries. Additionally, despite its various features and components, the ***Pillar to Post Luggage*** remains comfortably portable to virtually anywhere. Furthermore, it will be made from durable materials and competitively priced, making it a wise long-term investment, particularly for the frequent traveler.

The inventor has also developed a prototype of the ***Pillar to Post Luggage*** that has been utilized with success.

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

In August 2012, Mr. McIntosh contracted product management services leader Innovation Direct™ to represent the ***Pillar to Post Luggage*** 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 ***Pillar to Post Luggage*** 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).