

# INNOVATION DIRECT™

*“Our Success is Patented™”*

## *Prohut Invention In Search of Licensee*

An innovative new product designed to address an important matter related to heating appliances, the **Prohut**, has been developed by Paul McGuire and Daniel Caldwell of Sudbury, Massachusetts. The product's unique design allows for furnaces to have their own conditioned place and in the process, effectively addresses a common problem related to their operation.

Furnaces are vital appliances in cold weather climates, and help countless people get through long, frigid winters. However, as is the case with any other household product of comparable scale, there are a host of potential problems and malfunctions that can arise with its operation. One of these is the very real possibility of the condensation within the furnace freezing, which can then lead to a number of other difficulties.

To this end, the **Prohut** has been conceived. The **Prohut** protects the condensation within a furnace from freezing in an attic locale. The product also will serve to place a furnace within full compliance of a code change set to be enacted in Spring 2013. Additionally, it will be relatively easy and straightforward to implement and begin using. The **Prohut** will also help extend the life and quality of furnaces, thereby saving its users money over time.

The **Prohut** is also in patent pending status with the United States Patent and Trademark Office.

Mr. McGuire and Mr. Caldwell now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the appliance accessories industry are currently being targeted as candidates to eventually commercialize the **Prohut** on a worldwide basis.

In November 2012, Mr. McGuire and Mr. Caldwell contracted product management services leader Innovation Direct™ to represent **Prohut** 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 **Prohut** 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).