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Plug-N-Fire Invention In Search of Licensee

An innovative new product designed to serve an important automotive diagnostic and repair function, the **Plug-N-Fire**, has been developed by Levonier Aldridge II of Dudley, North Carolina. The invention's unique design provides its users with an accurate and convenient method of testing the viability of spark plug wires.

The fast-paced nature of an automotive repair center and the services they provide make completing repair tasks at an efficient pace optimally important. Using simple math, it's obvious that the faster problems in vehicles are diagnosed and addressed, the greater number of customers can be served in a given day. Therefore, any product that promises to considerably simplify the process of a common repair job likely will be viewed with great interest by those in the trade.

Along these lines, the **Plug-N-Fire** has been conceived. Through its proprietary features, the **Plug-N-Fire** eliminates unnecessary discarding of spark plug wires. The product is conveniently portable, making it especially valuable around the busy, multi-car environment of a typical mechanic shop. Additionally, the **Plug-N-Fire** offers the flexibility of being powered by batteries or by being plugged in to a power source. Furthermore, it will function equally effectively with engines of different amounts of cylinders and will be made from durable materials, making it a wise long-term investment.

Mr. Aldridge now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive repair products industry are currently being targeted as candidates to eventually commercialize the **Plug-N-Fire** on a worldwide basis.

In January 2013, Mr. Aldridge contracted product management services leader Innovation Direct™ to represent the **Plug-N-Fire** 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 **Plug-N-Fire** 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.