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Kenroy Cleaner Invention In Search of Licensee

An innovative new product designed to assist those who are physically limited with the ability to perform an essential function, the ***Kenroy Cleaner***, has been developed by Kenroy Walker of Ft. Lauderdale, Florida. The invention's propriety features make it possible for a physically compromised person to clean themselves properly after a bowel movement.

For those with physical handicaps, even the most mundane of everyday tasks can become an uncomfortable adventure. This inevitably leads to a heavy reliance on others, which can both positive and negative aspects to it. For example, the inability to accomplish certain things that are considered essential to one's daily care can eventually erode self-esteem and even lead to depression.

With this in mind, the ***Kenroy Cleaner*** has been conceived. The ***Kenroy Cleaner*** will be easy and comfortable to operate and utilize. Additionally, it promotes both personal hygiene and independence. Furthermore, the ***Kenroy Cleaner*** will be fabricated from durable materials, making it a wise long-term investment. The product will also be competitively priced, adding to its appeal.

Mr. Walker now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal care products industry are currently being targeted as candidates to eventually commercialize ***Kenroy Cleaner*** on a worldwide basis.

In April 2013, Mr. Walker contracted product management services leader Innovation Direct™ to represent ***Kenroy Cleaner*** 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 ***Kenroy Cleaner*** 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.