

# INNOVATION DIRECT™

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## *Pancake Wrapper Invention In Search of Licensee*

An innovative new product intended to simplify and streamline a common cooking related task, the ***Pancake Wrapper***, has been developed by S.Vajapey of Fishers, Indiana. The invention's unique design provides its users with an efficient manner in which to roll tortillas for eventual consumption.

The area of food preparation is one where added efficiency and streamlining is always welcome. With the typical pace kept by the majority of society in this day and age, the reality is that those who actually manage to carve out time to make home cooked meals likely do so with time limits and restrictions hanging over them on most occasions. One common meal that is often favored for its relative simplicity is that of tortillas with a variety of different fillings, but even this dish can present some problems for the preparer that can cause delays and frustration.

With this in mind, the ***Pancake Wrapper*** has been conceived. The ***Pancake Wrapper*** eliminates the uncomfortable practice of having to handle hot flour. Through its proprietary features, the ***Pancake Wrapper*** will help its users produce aesthetically pleasing tortilla rolls. The product also allows for the convenient insertion of fillings. Additionally, the ***Pancake Wrapper*** will be competitively priced, adding to its appeal.

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

The inventor now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the food preparation accessories industry are currently being targeted as candidates to eventually commercialize the ***Pancake Wrapper*** on a worldwide basis.

In February 2013, Mr. Vajapey contracted product management services leader Innovation Direct™ to represent the ***Pancake Wrapper*** 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 ***Pancake Wrapper*** 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).