

# INNOVATION DIRECT™

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## *Steamflex Portable Sauna Invention In Search of Licensee*

An innovative new product designed to provide its users with a highly beneficial form of wellness therapy virtually anywhere they are, the ***Steamflex Portable Sauna***, has been developed by Boris Zeldin of Brooklyn, New York. The invention's unique design insures that its users have access to a fully functioning portable steam sauna at any time.

The ***Steamflex Portable Sauna*** offers its users the ability to avail themselves of the numerous physical and mental benefits of relaxing steam-based treatments. Additionally, the product requires no assembly by the user. Additionally, the ***Steamflex Portable Sauna*** is fully foldable, adding to its convenience. Furthermore, it will be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The ***Steamflex Portable Sauna*** is already the subject of widespread manufacturing and being sold and utilized with success. The ***Steamflex Portable Sauna*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

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

In January 2014, Mr. Zeldin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Steamflex Portable Sauna*** 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 World of Concrete 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 ***Steamflex Portable Sauna*** 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).