

# INNOVATION DIRECT

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## *The Termeulen Opener Invention In Search of Licensee*

An innovative and functional new product that offers a degree of convenience when throwing away garbage at home, the ***Termeulen Opener***, has been developed by Adriaan Termeulen of Mashpee, Massachusetts. The invention's unique design insures that act of opening up the trash receptacle lid is simplified to a degree.

The ***Termeulen Opener*** is easy to implement with virtually any household trash bin. The product facilitates the disposal of trash, particularly when there is a considerable amount that takes up both hands. Additionally, the ***Termeulen Opener*** greatly reduces the chances of potential messes and mishaps resulting from trash falling outside of a receptacle. Furthermore, the ***Termeulen Opener*** saves time and eliminates hassle when disposing of trash. Moreover, it requires minimal installation. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The inventor of the ***Termeulen Opener*** has developed a working prototype that has been utilized with success for over two decades. The ***Termeulen Opener*** is also currently in Patent Pending status within the United States Patent and Trademark Office.

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

In June 2014, Mr. Termeulen contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Termeulen Opener*** 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 ***Termeulen Opener*** 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).