

INNOVATION DIRECT

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Grisolia Edge Cleaner Invention In Search of Licensee

An innovative and useful new product designed to greatly simplify certain cleaning tasks, the ***Grisolia Edge Cleaner***, has been developed by Salvatore Grisolia of Brooklyn, New York. The invention's unique design and features enable its users to effectively clean hard-to-reach areas without having to bend or utilize a ladder.

The ***Grisolia Edge Cleaner*** allows its users to clean thoroughly and effectively with a fraction of the effort required using conventional methods and tools. The product is fully adjustable in length and capable of completing various cleaning tasks in both residential and commercial settings equally well. Additionally, the ***Grisolia Edge Cleaner*** saves its users a great deal of time and exertion. Furthermore, the ***Grisolia Edge Cleaner*** greatly reduces the chances of injury stemming from having to bend to an uncomfortable position or losing one's balance on a stepladder. Moreover, it will be competitively priced and will be made from durable materials, adding to its appeal.

The ***Grisolia Edge Cleaner*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Grisolia now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the household and cleaning accessories industries are currently being targeted as candidates to eventually commercialize the ***Grisolia Edge Cleaner*** on a worldwide basis.

In August 2014, Mr. Grisolia contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Grisolia Edge 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 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 ***Grisolia Edge 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.