



### *Reclose It Liner Invention In Search of Licensee*

An innovative and handy new product designed to effectively address a common problem related to food freshness, the **Reclose It Liner**, has been developed by Jayne Wirkus of Wind Lake, Wisconsin. The invention's unique design enables it to preserve any dry food product placed within it and thoroughly protect it from insects as well.

The **Reclose It Liner** eliminates the frustration and hassle of finding that stored food and snacks have gone prematurely stale or have been infiltrated by ants. The product extends the viable shelf life of food, saving consumers money over time. Additionally, the **Reclose It Liner** will be made available in a variety of different sizes to accommodate a variety of items in different container settings such as boxes, canisters, and other forms of packaging. Furthermore, it will work equally well with the storage and preservation of cookies, crackers, cereal, nuts, and a variety of other products. Moreover, the **Reclose It Liner** will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

The **Reclose It Liner** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Wirkus now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the food storage products industry are currently being targeted as candidates to eventually commercialize the **Reclose It Liner** on a worldwide basis.

In July 2014, Mrs. Wirkus contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Reclose It Liner** 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 **Reclose It Liner** 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).