



## THE RULES : OUR VIEW ON SUCCESSFUL INVENTING

'ideas are essential to progress, they are like a hub of a wheel;  
they form the centre, around which all things revolve'

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# opening thoughts

John donne once said "no man is an island, entire of itself, everyman is a piece of the continent, a part of the man."

To be a successful inventor you must know your limits.

If you have no experience in the world of product development and launch, then it is essential that you regard yourself as purely the driver of the project, the person who is responsible for pushing forward but allows others, who are masters of their professions to undertake their individual duties.

Only those who have the knowledge of the engine; should work on the engine.

To be a successful inventor you must become detached from your invention and look upon it from a manufacturers, marketers, retailers and consumers point of view. You must also think like a multinational manufacturer and adopt a very professional approach and attitude.

# introduction

The invention industry is tough, extremely tough. Anyone who says it's easy is either very lucky or very rich. The reality is... That for any new idea to succeed, it not only needs a great product concept but also dedication, enthusiasm, teamwork, and finance.

The key to successful inventing : is inventing a product that meets the consumers and retailers' expectations and not the expectations of the inventor. Adopting a very professional attitude, following a well thought out plan and using the expertise of others.

This information is intended to provide a brief but accurate account of the route you must follow in order to increase your chances of success. Although each of the stages mentioned details vital information, it needs to be considered that each step is a complex procedure and therefore, there is more to learn.

You will notice that references are made to use the services of various companies. These references are made for one specific purpose. Attempting to launch a new product is tough and very expensive. You only have one chance so you must get it right. To get it right, you will need to have a good knowledge of product design and development, production, packaging and marketing. If you don't have experience in these fields, you will find it extremely difficult to make progress. If this is the case, you should use the services of various companies or consultants who are specialists in these fields. Retailers demand a certain standard and require a new product to fit a profile. If your product does not meet the standard or profile, then they will not stock it. Using the right companies and consultants should ensure you meet the standard and profile.

You will also notice that the reference to the patent procedure is made at step three and not step one. This differs to what is generally promoted in the innovation industry, who promote the patent procedure as the first priority. Although in some cases this is OK, it is essential that before any invention is patented, it undergoes the development procedure to identify how the invention is constructed and functions. This way, the patent can detail specific information that is unique to the invention.

Inventing is not a case of putting pen to paper, it is a complex procedure that requires professionalism throughout.

## step one : undertaking research

The first stage in the invention process is to identify if your invention is new and if you are the original inventor of it. Don't assume that just because you cannot see it being used or in the shops that you are the original inventor. It is vital that you either : visit your local patent library and speak to the people there. They will help you search through the patent records for similar ideas - speak to a patent agent about undertaking a similar search - visit the uk patent office website search facility on <http://gb.espacenet.com>.

Unless you can claim to be the inventor of your invention, you run the risk of developing a product that you have no claim on. This will cause problems in the future, as no manufacturer will buy or licence your invention unless you are the legal owner. If someone else has invented the same invention, then you must seriously consider walking away from the project.

Once you are satisfied that you are the original inventor of your invention, your next stage is to undertake research into the invention. This research is necessary for two reasons - to provide answers to specific questions and to generate information that can be used to formulate a profile that your invention needs to meet.

Below is a list of typical questions that you need answers to :

- Is there a market for your invention, if so how large is it.
- Why would someone buy your invention.
- What are your products unique selling points.
- Is your product a replacement for an existing product
- If so, why is it better - quicker or easier to use, less time to setup, cheaper to buy, better appearance and quality.
- What's wrong with the product you are attempting to replace.
- Why should a retailer stock your invention.
- Why should a retailer replace one of their existing products with your product.
- Will the retailer gain more or less profit margin if they replace Your product with one of their existing products.
- Does your product meet a retailers direct product profitability criteria.
- Where in the store would a retailer display your product.
- How much space will your product take up in the warehouse and on

the shelves.

- What are the benefits to the retailer etc.
- How many manufacturers supply products in your target market.
- What is the relationship like between manufacturer and retailer.
- Do the retailers etc. In your target market expect a rebate policy from their suppliers.
- Are retailers etc. flexible in setting up new supplier accounts.
- What requirements would you have to meet in order to trade with your target market e.g. account systems, delivery procedures etc.
- Are there any suppliers or agents who market manufacturers products to the retailers etc.
- If so, how many and what percentage of sale price would they require to factor a new product.
- What are the benefits to the consumer.
- Can it be transported easily.
- Can the invention be improved upon.
- What is the typical construction techniques used in your products target market.
- What is the standard of design in your products target market.
- What do you need to do, to transform your invention into a fully commercial product that fits the profile.
- What price do you estimate the consumer will pay for your product and why do you think they will pay it.
- What are the typical margins retailers etc. will expect to make in your target market.
- What price do you estimate the wholesalers, retailers etc. will pay for your product and why do you think they will pay it.
- What are the costs to manufacture, package and distribute your invention.

Without the answers to specific questions, you will not have all the information needed to establish a plan of action or a profile that you need to meet.

To obtain these answers you will have to do a certain amount of footwork. You will also have to do this footwork without disclosing details of your invention.

Visit retailers and look at similar products, speak to manufacturers and ask them about the manufacturing processes etc. speak to yourself and ask yourself

truthfully about your invention, speak to anyone who can help you with these answers.

**Just remember ! do not disclose full details of your invention.**

Once you have the answers to the questions, you will then be in a position to look at your invention and decide what to do next – proceed or stop. If the information suggests that your invention is viable and you decide to proceed, then your next step is to lay down the project brief.

## step two : the product brief

Product brief is a document that details specific targets that you must achieve when designing and developing your new product.

Your product brief should include all the information generated in the research stage and particularly - who are the principle customers and users, what makes them tick, what's their profile, the market size, what the market and consumers expectations are, the main benefits to the consumer, where the consumers will buy the product from, what the product will be made from, what form it should take, how the product should look and function, how the product is to be manufactured, what type of manufacturing systems are required, the ease or difficulty of production, the legal and testing requirements, packaging styles etc.

It should also detail the estimated target price points for your invention i.e. production, wholesale and retail. Unless you establish your target price points you run the risk of pursuing a product that simply does not meet everyone's requirements.

**There is no point in developing a product that costs £10.00 to produce when a retailer will only pay £5.00 for it.**

Your retail price should be based on your research. A good tip is to visit the high street and look at other products that sell within your invention sector. Look at your product compared to others - if your invention has significant improvements or offers the consumer benefits over an existing product, it is only reasonable to assume that your invention should be priced higher. As to how high is dependant on the added features of the product. If your product does not have any added features, then you must ask why a retailer will stock it in the first place.

Once you have established your retail price, you will then need to back cost to arrive at a wholesale price - the information obtained from your research will provide you with an average mark-up a retailer will add to your product. e.g. if your product has an retail price of £10.00 and the retailers mark-up is 2.5 times wholesale price - then you must divide £10.00 by 2.5 to arrive at the wholesale price.

Once you have the calculated your wholesale price, you will be in a position to calculate what your total manufacturing price needs to be - the information

obtained from your research will provide you with an average manufacturers mark-up. e.g. if your product has an wholesale price of £5.00 And the manufacturers mark-up needs to be 50% - then you must divide £5.00 By 50% to arrive at the production unit cost. Once you have calculated the estimated production cost, you will have to take off costs for packaging, product fulfilment and distribution.

**The figure left at the end is your production target price.**

At this point you must consider whether your product can be realistically produced for the production target price.

## step three : product development

If you are satisfied that your invention can be produced for the production price point, you can start the process of transforming your idea from a concept into a fully commercial product, a product that meets specific targets and requirements.

Taking a new idea and transforming it into a tangible product not only requires special skill, it also requires vision and imagination. In developing a new product you must have the ability to think inside and outside the box. The construction and overall design must be unique to make it stand out from the rest, without discriminating the products objectives.

### Product development is a key factor for any product.

Using the product brief... the first step is to undertake basic development work that simply enables you to produce a basic prototype, a prototype that simply proves the workability of your invention. The purpose of the basic prototype is for you to have something you can tangibly see, feel and use. It will also enable you to see ways of improving the product in terms of appearance and performance.

Once you have produced this prototype, look at it and test it. If you feel that modifications are required to improve performance, make amendments to your design. If necessary, produce a new prototype. Continue to make amendments to the design and prototype until you are completely satisfied that you have it right.

Once you are completely happy with the results, the next stage is to professionally design and develop your invention. Using the product brief... the first thing you should do is to establish the standard you must achieve when developing and designing your product. Once you have established the standard, you will have to decide whether you have the necessary skill and experience to meet this standard.

If you do not feel confident of doing a great job, then you will have to use the services of an experienced product designer or product design agency to do the work for you. You will find details of product designers in your local yellow pages. Speak to two or three before choosing one to use. Have them sign a confidentially agreement before you disclose the details of your invention to them.

Once you have chosen a designer etc. to use, you will have to give them a very

specific brief on what needs to be achieved. Provide them with a copy of your research and product brief.

When the design and development works has been completed, it is always a good idea to stop, think and consider, and ask yourself questions - is the design and development good enough, can it be improved upon, can it be produced for the production target price. If improvements need to be made, make amendments to the design until you are completely satisfied that your product fits the profile.

Only when you are completely happy with the outcome of the development procedure and your product fits the profile, should you move onto the next step.

To make amendments at a later stage will cost you more. Getting it right at this stage is the only way.

## step four : product protection

When the design and development works are complete, your next step is to proceed to protect your product based on the design and development works.

Although the innovation industry seems to promote the protection of inventions being the first priority. It is essential that before an invention is patented, it undergoes the development procedure to identify how the invention is constructed and functions. This way, your patent can detail specific information that is unique to your invention.

**To protect an undeveloped idea results in a weak patent. A weak patent can be easily overcome. A patent that can be overcome is worthless.**

Although anyone can file a patent application, design right, trademark etc. we recommend that you use the services of a professional patent agent to act for you. You will find details of patent agents in your local yellow pages. Alternatively contact the Chartered Institute of Patent Agents, who will provide a list of reputable patent agents local to you.

If you do it yourself, you run the risk of filing an application that does not correctly detail your product, its features and inventive step.

If you decide to use a patent agent, the rule is... the more information you provide a patent agent, the more information they will include in the patent application, the more information they can include the more secure the patent will be.

## step five : the developed prototype

Once the patent has been filed, you can proceed to build the first developed prototype. Depending on the type of product you have invented, will depend on who will produce the prototype.

### Knocking one up in the shed will not do.

Prototypes are the means in which potential customers, manufacturers and investors can see and feel what's on offer. They are the proof of the pudding in making sure that the product fulfils expectations and works.

You will have to find an experienced company to produce it for you. You will find details of various manufacturers in your local yellow pages. Speak to two or three before choosing one to use. Have them sign a confidentiality agreement before you disclose the details of your invention to them.

Whatever company you use, this prototype should look, function and feel like the finished product. The more professional this prototype is, the more chances of success you will have.

When using the services of an engineering company, modelmaker or fabricator etc. make sure that you discuss the technical drawings with them thoroughly. In discussing the drawings you will start to gain an understanding on the processes involved. You may also find out a more cost effective way to produce the prototype or indeed where improvements can be made.

Be careful not to allow them artistic licence, to produce what they think is right.

As prototyping is not a big money earner for some companies, they tend to fit them when they are less busy. It is therefore vital that whoever you use, give them a specific timescale when you want the prototype completing for - if it is not done in time, start asking questions and if necessary find someone else.

## step six : the packaging

Once you have a completed prototype, the next stage is to produce the packaging. Packaging that communicates a message to the retailer and consumer.

Every piece of packaging holds an opportunity to engage with an audience and should be a lively exchange designed to encourage and invite people to take notice and buy. To make a truly successful package you should become immersed in the product and its market. It is only then that you can gain a thorough understanding and create a masterpiece that clearly communicates a message.

As with the design and development process, you must decide whether you have the necessary skill and experience to undertake the packaging design yourself. If you do not feel confident of doing a great job, you will have to find an experienced packaging design agency to do the work for you. You will find details of designers in your local yellow pages. Speak to two or three before choosing one to use. Have them sign a confidentiality agreement before you disclose the details of your invention to them.

Whatever route you take, you must remember that this is the first thing someone will see of your new product. It has to be right.

**There is no point in having a great product with poor packaging.**

Once the packaging design is complete, have your family and friends view the design. If you gain some negative opinions, take note. If you feel their opinions are justified, make amendments to the design until you gain their positive opinion.

When you are totally happy with the packaging, you will be in a position to make-up a fully packaged prototype of your proposed product.

## step seven : compiling the costings

As you now have a fully developed and packaged product, the next stage is to formulate accurate costings. Although it may not be your intention to produce your product, accurate costings is vital information that you need to know.

**Remember ! the more you know, the better it will be.**

The costings should include the production cost, assembly costs if applicable, the costs for packaging, costs for assembly e.g. inserting the product into the packaging, inserting the packaging into outer packaging etc. and the costs for distributing the product from one place to another.

To obtain these costs you will need to contact various companies that could potentially undertake each task and process. You will find details of various manufacturers and suppliers etc. In your local yellow pages, internet, business directories etc. Speak to as many companies as you feel is necessary before choosing two or three to use for quotations. Have them sign a confidentiality agreement before you disclose the details of your product to them.

To obtain a quotation, you will need to state production run quantities. Your quotation quantities should be based on your estimated yearly sales expectation, minus 50%, minus 90%.

Once you have received all the quotations, you will then be in a position to formulate an accurate ex-works cost i.e. the total cost to produce and package your product excluding transportation.

When you have the ex-works cost, you will then be in a position to establish true wholesale and retail price points.

You will be in position to identify potential profit margins should you produce the product, and potential profit margins a manufacturer would make should you license your product. (although it is very likely that a manufacturer will be able to produce and supply your invention for a lot less than you can).

## step eight : the marketing process

The first thing you need to do before contacting anyone, is compose a marketing plan, a marketing plan that details how you intend to promote your product.

As an inventor you generally have two routes of market – you either attempt to licence your invention to a manufacturer etc. or you go into business and produce the invention yourself. Whatever route you take, as marketing is the most important process of all, it is advisable to take the advice of a professional marketing consultant in order to formulate your plan. You will find details of marketing consultants in your local yellow pages. Speak to two or three before choosing one to use. Have them sign a confidentiality agreement before you disclose the details of your invention to them.

Your marketing plan must detail the names and address of all the companies you intend to contact and the person you should be contacting, it must detail your plan of attack, how you intend to contact them and what you intend to use to communicate the message. The plan should also summarise the key features of your product and provide answers to all possible questions. It must also include a detailed cost summary of the manufacturing, packaging, distribution, wholesale and recommended retail costs etc.

In order to communicate your message, it would be important that you have some form of sales information e.g. leaflets, sales presentation pack, website etc. As first impressions count, the more impressive the information the more impact you will have.

If you decide to use a marketing consultant, they will advise you on the best approach. If not contact a reputable sales literature company to help you with this. The information you decide to use needs to be informative, simple, straight to the point and detail your product, its benefits, uses etc. It should also include a photograph or photographs of your invention – a picture says a thousand words.

**Only when you have all the tools to market your invention in place, should you attempt to market your invention.**

# licensing your invention

Should you decide to licence your invention to a manufacturer, you must first decide whether to attempt to do it yourself or have someone do it for you.

If you decide to do it yourself, you will need to be very persistent and committed, and be prepared to do what it takes to succeed. If you are in full-time employment, then you must realise that companies will wish to see you during the week and during working hours, therefore you will have to take time off work. If this is not possible then you must consider whether you have enough time to commit to the project. Having limited time to commit to the project will only result in a lack of progression. If you decide to have someone do it for you, you have several options - you can either employ the services of a marketing consultant or consultancy, use the services of an intellectual licensing company/agency or find someone with marketing experience with time on their hands to help you.

You will find a list of marketing consultants in your local yellow pages. You will find a list of intellectual licensing agents by searching the internet and business directories. To find a marketing professional with time on their hands, you will need to place an advertisement in your local papers or indeed the national papers.

Speak to as many people as you feel is necessary before deciding on whom to use, and have them sign a confidentiality agreement before you disclose the details of your invention to them. The true test of finding the right company or person is a proven track record. If they can provide you with evidence to support their ability, then you are on the right track. If not, walk away and continue your search. Once you have a short list of three or four, ask if they would be prepared to assist you on a payment against success basis – payment being a percentage of the income received should the product be licensed. If this does not work, ask them to provide a detailed proposal including costs to undertake the process.

If you follow the rules in this booklet, you will be able to demonstrate to any company or person that you have a viable and commercial product to offer.

**No company will licence your invention, unless you have something of value to sell.**

# going into production yourself

Should you decide to produce your product yourself, then you have to consider a few very important points.

To sell any product to any retailer etc. you will need to demonstrate that you have a product they want and you can comply with their supplier requirements, including their criteria for DPP (direct product profitability).

It is likely that as the product is new, you may have to provide them with point of sale so that customers know it's available. If a retailer decides to stock your product, you will need to demonstrate that you have the capabilities and capacity to supply product in quantity. Some large retailers may wish to visit your premises in order to examine your setup. You will have to provide test certificates to prove the safety of the product, and your product will have to go through their quality assurance and packaging tests.

Meeting the criteria is relatively simple and straightforward for an existing supplier, but if this is your first time at retail supply, then meeting all the criteria could be a big problem. Regardless of this, we still recommend that you present your product on the basis that you can comply with the criteria.

One way to overcome a retailers criteria is to find an existing supplier or agent who supplies other products to the retailer, and have them factor the product through their company or agency. Although you will still have to demonstrate that you have the capabilities and capacity to supply the product in serious quantities, this route is ideal for a small new company, as it is an easy way to fulfil a retailers etc criteria.

To find a company or agency that is prepared to do this is no easy task, however they are out there. One way to find them is to write to the retailer and ask them if they could provide you with names and addresses of any companies or agents who you could use to present the product to them. Most retailers will appreciate your approach and provide the details.

**To get your product to market, use someone who is already selling to the market.**

If not, you will have to search relevant business directories and the internet etc. in order to generate a list of companies and agents who could help you.

The upside to this approach is that your product will be in front of the buyers relatively easily, the downside is they will not do it for nothing, they may take up to 25% factoring commission. Negotiation will be required.

Whatever you do, you must realise that this business is tough, extremely tough. The saying - it's who you know, is very true

Only those who are committed to their invention, who never give up, reach a successful outcome.

# invention marketing companies

Another approach many inventors take, is to use so-called invention marketing companies to help them. Companies that claim to have the necessary skill and contacts to sell inventions into industry.

Most invention marketing companies are basic agents who will attempt to market inventions to a number of manufacturers for a percentage of the profits or royalty. In return for their help the inventor will have to pay the invention marketing company several thousands of pounds.

Although invention marketing companies generally carry out the duties as promised, invention marketing companies prey on the inventors lack of experience to sell the service - a service that quite frankly is not worth considering. Invention marketing services generally consist of market research plans, patent searches and product placement and marketing.

The market research plans are merely bulked up documents full of useless information designed to give the inventor a sense of achievement. The information goes no way to present the invention effectively and goes some way to have it dumped by the manufacture. Manufacturers simply do not read such rubbish.

Patent searches can be done easily at the fraction of the cost - local patent libraries are the place to go and the staff there are extremely helpful. If this is not suitable, then a patent agent is best qualified to carry this out. This goes for patents also. Patents can be filed in the UK for nothing but if you want the job doing correctly, then a patent agent is the one that should do it.

The main service that is offered to inventors by invention marketing companies is product placement and marketing. A subject that can be put simply - it just does not work. Marketing is extremely expensive, so to think a company can market an invention for a few thousand pounds is unrealistic, particularly when only a fraction of that cost is spent on marketing. Marketing from an invention marketing company point of view, generally consists of either sending a few letters and leaflets to a number of companies from a database or sending lists of potential companies for the inventor to contact direct.

Although in theory both routes could work, in reality invention marketing

companies fail to appreciate the realities of what makes a company buy the rights to an invention and they fail to inform the inventor of the right way. What they don't fail to do, is maximise the profit they make from the fee they get.

Manufacturers are not interested in inventions or interested in reading useless market research reports provided by these companies.

Manufacturers are only interested : in new products that have been well developed and prototyped that fit their criteria, receiving simple but concise information that instantly communicates the message, purchasing inventions when there is something worth buying.

Ideas for products have no value. A product that has been well developed, designed, prototyped and is securely protected has value.

## to summarise !

- Search the patent records to see if you are the original inventor of your invention idea.
- Undertake research into your invention idea and provide yourself with answers to choice questions.
- Try to step away from the invention and look upon it from someone else's perspective.
- Using the information, undertake basic development and design works.
- Build a bench test prototype to ensure your invention works.
- Professionally develop and design your invention and provide yourself with technical material of your proposed product.
- Using the technical material, protect your invention through suitable protection. Speak to a patent agent.
- As soon as you have your protection in place, have a fully representative prototype made.
- Professionally develop and design the packaging, branding and identity of the invention.
- Produce the first fully packaged product.
- Create a well-formulated marketing plan detailing your plan of attack.
- Have sales literature etc. produced in order to communicate to the target audience.
- Start to market your invention to either manufacturers or retailers.
- Always stop, think and consider at each step you take.

'One reason why so few recognise opportunity is because it is disguised as hard work'

## words of wisdom

- Ask yourself this simple question – have I got what it takes to make this project work ?
- If you do not have the necessary skill to do a professional job, find someone who can. A manufacturer or retailer is only interested in products that are professional and perfect.
- Only take advice from those who have extensive experience on the subject of which you are asking advice on e.g. designers for design, patent agents for patents, branded designers for brand development etc.
- Look at successful products and try and understand why they are successful.
- Adopt a very professional approach when progressing your invention. Substandard approaches result in failure.
- It is going to take time and a lot longer than you may think. Don't get frustrated that things are not moving as quickly as you like.
- It will be expensive. Be prepared to spend, spend spend. If you cannot afford to invest in your product you must seriously consider either getting a financial backer or not bothering at all.
- Be prepared to take rejection and turn negatives into positives. If someone does not like your invention then ask them for their reasons. Take note of their comments and if they are justified, make changes.
- Do not be afraid to ask for help.
- Don't automatically assume that everyone is out to rip you off. To rip you off generally means it will cost a great deal of money.
- Have a professionally drafted confidentiality agreement. A basic agreement is not worth the paper it is written on. A good C.A is needed.
- Have all third parties, excluding patent agents, retailer etc. sign a drafted confidentiality agreement before disclosing details of your invention.
- Follow a well thought out plan. Remember to fail to plan is to plan to fail. Planning and careful thought is always required.
- Don't use an invention marketing company to help you. Manufacturers are not interested in looking at inventions, they are only interested in products. As invention marketing companies do not turn inventions into products, their services are not needed.
- Only pay for services that give you something back in return.
- Choose the people you use carefully, there is good and bad in all areas of this business.

## who we are

We are a pioneering design and innovation consultancy, our role is to help our clients lead from the front through the use of creative genius.

Whether the project is an improvement of an existing product or add creative Input, our purpose is to help you achieve the result you require and create products and experiences that astounds senses, strikes hearts and awakens minds.

Established in 1989 and currently located in a restored 1713 chapel house near Leeds, England, Inventive24 is not just a design and creative consultancy. We are a group of individuals who have a thorough understanding on all aspects of new products.

Innovation and creative thinking is the key to our business. Our philosophy is simple and straight to the point - to make things better through design and innovative spirit.

Our clients are some of the biggest and smallest organisations in the world, but with one thing in common, they accept that a little spark of creative genius is essential.

We have our own style of creative thinking. We demand the best and make it happen. We are a team of energetic, highly motivated and professional people who work to create simple solutions and practices to complicated problems.



# what makes us different

There are thousands of design consultancies scattered around the U.K. some good, some bad, some absolutely awful. Servicing a need to improve performance, saleability and useability in a variety of products and appliances.

## So what makes us stand out from the rest ?

Inventive24 is not just a design and creative consultancy. We are a group of individuals who have a thorough understanding on all aspects of new products. We are thinkers that ensure you are provided with well thought out ideas, we are users that look at what you are offering and improve upon it to increase performance, we are pioneers that look at the future and find ways to make you lead the way, we are designers that can put all our ideas into practice, we are project managers that ensure you are not let down and are updated regularly, we are marketing consultants that give you confidence you are on the right track.

We are different because we make our clients shine, sparkle and impress. We provide the wow factor that makes everybody take notice, we provide you with results.

Why not give us a call and see how we are can make you shine, sparkle and impress !

## our services

Our success over the years has allowed us to expand, grow and flourish, resulting in a comprehensive range of services.

Each service we offer is not only backed up by years of experience but is combined with our strong process methodologies that result in superior user experiences for our clients.

- Market research
- Concept creation and analysis
- Design exploration
- Product development technical renderings and specifications
- Product graphics development
- Functional model development
- Prototype testing
- Packaging development and graphics
- Manufacturing support and liaisons
- Innovation screening and evaluation systems
- Product introduction
- Creative input and idea handover
- Brainstorming exploration
- Market planning and implementation.

# our products

In addition to our core line of business, we also manufacture a small number of products.

As we have no manufacturing facilities, the production of our products is done through a select number of professional and reliable manufacturers. We adopt a similar approach when it comes to the product fulfilment and packaging of the products.

Our marketing and sales force comes in the shape of professional and well established agents, who between them have contacts and accounts open with many retailing and mail order organisations.

- Sunbloc disposable sun blinds.
- Sunbloc roller sun blinds.
- Easifix curtain tracking system.
- Easifix curtain and valance tracking system.
- Surestart BBQ accelerator.
- Surestart BBQ fire sheets.
- Euro Tool.
- Cork Genie.
- Beach Buddy.
- Mini Mo, mini air pumps.
- Aqua Alarm.
- Mombabe Freeflow baby bottles.
- Chipmaster.
- Safezone.

## how to contact us

To learn more about us and our services, why not give us a call, drop us a line or visit our website :

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