

Garden Weasel Marketing Company is Seeking Next Blockbuster Consumer Product

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Kansas City, Mo - The marketer who sold you a Garden Weasel® now wants to sell your product. Building on brand awareness from over 30 years of advertising, and millions of tools sold, Garden Weasel is now offering an invention submission process on their web site: <http://www.gardenweasel.com>.

"We're looking for the next blockbuster new product," says Webster Thompson, V.P. of Sales for Weasel. "And visitors to <http://www.gardenweasel.com> can now submit their invention to us – to consider taking it to the retail marketplace."

According to the website, gardenweasel.com is seeking licensing deals, or acquisitions, on patented, or markettested products. "We don't take money for the service. We're not a full-service invention submission company. We're just offering a forum for inventors, who are pretty far along in the invention process, a place to show their wares directly to a company that has a proven track record of successfully taking products to market," Thompson said.

Using the tag line "Inventors - We can be your marketing machine" Garden Weasel is currently promoting its web site to inventor groups, patent agents, internet search engines, and other places that inventions are the topic of the day.

The site offers examples of its other licensing deals, and acquisitions: "While Garden Weasel is the most recognizable product we've promoted, we're also responsible for the Garden Claw®, WeedPopper®, Handybar®, and others," Thompson said.

"Additionally, we're currently marketing cleaning products, gift products, industrial products, and other categories." When asked about restrictions on the submissions, Thompson said, "We're not set up to access ideas. We prefer that an inventor already have the product patented, proto-typed, or even test-marketed. That way, we can see if it fits our high-visibility marketing system, and not all inventions do."

Garden Weasel made its tool famous by putting it in a gift box, demonstrating the benefits of the tool on television, and getting it into retail distribution for sale in hardware stores, mass merchandisers, grocery stores, drug stores, department stores, gift stores, web stores, and other stores.

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About: Product marketing is provided by the Garden Weasel division of The Faultless Starch/Bon Ami Company, a consumer products company founded in 1887.

Contact: Garden Weasel Division, Faultless Starch/Bon Ami Co., 1025 W. 8th Street, Kansas City, MO 64101-1200. <http://www.faultless.com>