

Bringing A Product To Market From Your Home - Gary R Bronga

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This book is based on my first-hand, been-there-done-that experiences. Many people have many great ideas. They just don't act on them. You can do it differently. I worked in the aerospace industry at Cape Canaveral, Florida, for 21 years. Wearing identification badges had always been a part of my working wardrobe. A large aerospace company handed out a lapel pin for a promotion in the spring of 1995. Just by chance, I pinned my company identification badge to the lapel pin. An idea for a better way to wear my identification badge came to me. For several days, I made many drawings and came up with the idea to place a "bar" at the bottom of a lapel pin to accommodate the common bulldog metal clip on identification badges. This enabled me to make badge holders with custom logos for companies or associations and to create many fun designs that would make wearing badges more personal and enjoyable. This was the start of my journey. This book is intended to streamline your own process of taking a product from an idea to reality. Potentially it will expedite the process of putting money into your pocket. I started with my computer and only \$500.00. Originally, I had enough rejection letters to wallpaper my home office. Most of the people and companies that rejected me then call me now. To date, we have sold over 3-million CLIPEZE badge holders. They have been sold in over 1,100 uniform stores and 20 catalogs around the world. I believe that anyone can do what I did with his or her own product. Gary R. Bronga, President Clipeze Worldwide Inc. P.O. Box 373 Mims, Florida 32754 321-264-7599 admin@clipeze.com

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