

# Malvern Inventors Club Newsletter

Newsletter: November, 2007  
Next Meeting Date: 13<sup>th</sup> December @ 07:00pm

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*"It promises to be the best Imagineering Fair - ever - with mind-blowing fun hands-on activities for kids of all ages - even grown-up ones!" →*

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## Imagineering Fair at Jaguar Exhibition Hall

There will be an Imagineering Fair at Jaguar Exhibition Hall, Ricoh Arena, Coventry on 24 & 25 November 2007.

A fantastic day out for all the family - ideal place to visit on a dull weekend in November - and the perfect opportunity to see Imagineering in action on a grand scale! It promises to be the best Imagineering Fair - ever - with mind-blowing fun hands-on activities for kids of all ages - even grown-up ones!

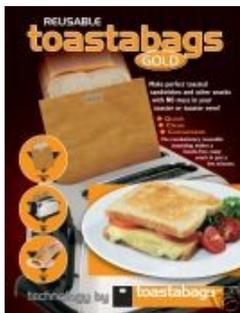
Don't miss this opportunity to see some unique activities laid on by over 50 major UK organisations and companies. Other highlights include Trevor Baylis, the inventor, Quicksilver, the world waterspeed record challenger boat, Oscar the Talking Robot, Royal Navy and RAF and some fantastic hands-on robotics - just to name a few!

There are also lots of opportunities for school leavers to find out more about apprenticeships and careers in engineering.

Family ticket - for 4 including 1 adult - £10 booked in advance (£15.00 on the door) For downloads and more information about booking go to [www.imagineeringweb.co.uk](http://www.imagineeringweb.co.uk) or to book tickets online call: 0870 732 0185.

## Planit Products, Toastabags

Guy Unwin has made various cooking accessories such as toastabags and non-stick mesh's. In the last 6 months Guy has sold over 20,000 of his oven shelf guards, developed about 12 months ago, via 'Betterware' and 'Kleeneze'. The barrow bag is selling in small quantities on the internet and being offered to various large retail outlets. He is working with an inventor who has produced a silicone guard for a domestic iron to prevent burns.



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*Guy Unwin's  
Toastabags →*

### Rotaire Dryline going World-Wide



Orders are coming in through the website for Malcolm's Rotaire Dryline, and there is interest in around 500 covers for sale in New Zealand. The following shipment is due in January and Malcolm will be demonstrating the product at Garden shows in the spring.

One problem that will affect all of us inventors is that if you come up with a genuinely new concept, then obviously no-one will know about it, and therefore will not buy it. Grant bodies will not have a category for it. Business Angels will not understand it. Dragons in their Den will not get their heads round it! Therefore if it is a consumer item something is going to have to make them aware of it, and drive them to your outlets. Never underestimate Marketing. It is perhaps more important than the idea itself.