



# Inventor Announces Novel Tailgater Product Available for Licensing

B-Co Mfg. of Alabama, February 26, 2008

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*Alabama inventor develops novel product for outdoor enthusiasts now available for licensing. The Tote Tray attaches to a portable, folding (or "pop-up") chair for worry-free outdoor dining.*

PR9.NET February 26, 2008 - Millbrook, AL. Alabama Inventor Cheryl Bullard announced today that a novel tailgating product for outdoor enthusiasts is patent-pending and now available for licensing. The Tote Tray, [www.totetray.com](http://www.totetray.com), purports to solve the problem that many tailgaters face when no table is available for dining outdoors. Attachable to the portable folding "pop-up" chairs that are so common on the market today, the Tote Tray provides a durable, stable dining surface for tailgaters and families to eat on.

The Tote Tray is the product brainchild of the inventor and her husband, who also happen to be tailgating and outdoor enthusiasts. "We go to football games and Nascar all the time and tailgate, and it just occurred to us that this was a need that is common among a lot of people." Bullard says her husband built several prototypes, while she offered design suggestions that would appeal to consumers. Among those suggestions was the requirement that the product not only be durable, but portable and storable as well.

"Since the chairs themselves are portable and storable, the Tote Tray was developed with that in mind," Bullard said. The result is quite a handy product for today's outdoor enthusiasts. The Tote Tray stores completely in a zippered non-woven tote-bag, with a recognizable double tray logo motif. Attaching the Tote Tray takes only seconds, and it quickly breaks back down and stores in the tote-bag for the next outdoor or family event. An added feature includes a nifty attachable cup/cozy holder. The Tote Tray is also versatile, in that it works with both adult and child-size chairs.

"While we can make this product ourselves, and in fact have already set up our own company to do that, we are looking to discuss mass marketing the product with potential licensees first," Bullard said. The product is not currently available for sale, but she indicated that some interest has been shown by a few companies. It is not expected to be long before consumers may see this novel product available in stores. And it couldn't come at a better time.

For additional information concerning this product, contact Cheryl Bullard or visit [www.totetray.com](http://www.totetray.com) .

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## About B-Co Mfg. of Alabama

B-Co Mfg. of Alabama is currently the exclusive distributor of "The Tote Tray."

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