

“the arc shelf” Product Spec Sheet 2015

The Problem: **Folding clothes** - mostly pullovers - t-shirts, sweaters and sweatshirts.

The Solution: **Eliminate folding.** “the arc shelf” provides both a “device” to eliminate folding, as well as a place to store unfolded clothes. Simply pull out a shelf, drop and flip (or flip and drop) a top on the shelf and slide it back in. 5 seconds, not 25. No need to find a suitable and sizeable flat surface, spread out a shirt, attempt 5 or 6 folds with lots of creases (or as neatly as patience and dexterity will permit). The curve enhances a pressing effect, so a “neatly casual” look is achieved without ironing. Compact footprint rarely requires taking up additional valuable closet space, and can be used effectively in otherwise unused space, especially closer to the floor. Retrieving from middle/bottom of pile easier than traditional folding/stacking.

Consumer Benefits

- Less hassle and frustration
- Less time
- Less creasing, wrinkling and ironing
- Less physically challenging
- Less clutter
- More space

Seller Benefits:

Patent Rights: Foundation built for global exclusivity with both utility and design filings.

Margins: For a two-shelf vertical unit, depending on final design and materials, manufacturing cost between \$15 and \$25. Trade show feedback indicates acceptance of a retail price exceeding \$50.

Demographics: Users are anyone who does laundry and dislikes folding Especially helpful for those with limited closet and storage space, and those with physical challenges. Simplicity permits use by very young children.

Multiple channels: Consumer DIY, custom home installations, furniture (armoires and other cabinets), institutional / commercial (nursing home, hospitals, hotels, college dorms, cruise ships, RVs), and retail fixture clothing displays.

Product Details:

Single shelf as small as 4”H x 5”W x 16”D.

Two-shelf vertical unit can hold up to 30 garments in a 1’ x 2’ space.

Can be configured horizontally.

Options for wall installation and floor/free-standing, and armoire original builds.

Compact size permits placement between existing closet-installed flat shelves.