

Press Release

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Binifresh Inventor in Shell LiveWIRE's Final 8

Binifresh inventor, Daniel Woolman (26), has been shortlisted to the final 8 competitors vying for the UK title of Shell LiveWIRE Young Entrepreneur of the Year 2009. The news comes as Daniel's invention, Binifresh, launches in ASDA stores across the country this week.

Woolman, spotted a burgeoning gap in the market for an automated hygiene product for the nation's wheelie bins and with household waste on the rise, moves towards fortnightly bin collections and growing unrest across the UK about the state of wheelie bins, his timing could not be more perfect.

Binifresh, for which Woolman has spent the last two years in market research and product development, is unique in its market in that it secures to a wheelie bin and automatically neutralizes and eliminates odours from rubbish, as well as killing bacteria on the surface of the bin, using the purposely formulated Binifresh refills.

The Leeds University graduate has sold more than 10,000 units since starting to trade earlier this autumn and has distribution deals in place with Lakeland, ASDA and John Lewis as well as their own online sales channel.

At school Woolman imported sweets from Costco in the USA and sold them to his classmates bringing Big Red Cinnamon Gum to his school playground, years before it was officially launched in the UK.

He had his first product idea while at university and convinced Leeds University chemistry department to help, raising £100k investment capital to get a full time researcher assigned to it. Unfortunately the end result wasn't commercially viable but the experience taught him valuable lessons in R&D, market research and fundraising.

Daniel Woolman, managing director of Binifresh commented, "I heard last week that my entry had progressed to the next stage of judging but to be shortlisted in the final 8 is great news. I'm really excited about the next stage of the judging process and about meeting my fellow nominees."

The winner will be announced at a ceremony to be held in London on 27th October this year. Further information on the product can be found at <http://www.binifresh.com>

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