

Binifresh Inventor Shortlisted for Shell LiveWIRE Young Entrepreneur of the Year

By Volpa

Dated: Sep 24, 2009

Binifresh inventor, Daniel Woolman (26), has been shortlisted for the national title of Shell LiveWIRE Young Entrepreneur of the Year, just one week before his product is due to launch in ASDA stores across the country.

Binifresh inventor, Daniel Woolman (26), has been shortlisted for the national title of Shell LiveWIRE Young Entrepreneur of the Year, just one week before his product is due to launch in ASDA stores across the country.

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 launching earlier this autumn and has distribution deals in place with Lakeland, ASDA and John Lewis as well as an 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, "Receiving this nomination so early on in the development of the business is a real honour and testimony to the strength and value of the product to the customer and the hard work that has been put in to developing it. Shell LiveWIRE is a prestigious awards programme and I'm thrilled to be shortlisted."

The winners 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>

Category	Enterprise
Tags	wheelie bins, binifresh, smelly bins, bin odour, bin hygiene, entrepreneur, innovator
Email	Click to email author
Phone	01738 658187
Fax	01783 658309
State/Province	London
Country	United Kingdom