

From the Mind to the Marketplace: The Story of an Inventor, the Home Improvement Industry, His Wife and Her Lover

Jayne Seagrave



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This is the story of a Canadian inventor and his wife who took a rough device created in the basement of their East Vancouver home and over nine years turned it into a product that is available at every major home-improvement retailer in Canada and a number of large outlets in the US. It is the story of how a man was changed from an architect to a full-time inventor, and how a woman was transformed from an academic criminologist to a marketing guru. It is the success story the couple has told a million times to friends, business groups and strangers who ask, ""And what do you do?"" It is the personal story of their particular dream—a story they believe illustrates how an idea can be taken from the mind of an inventor to the marketplace.

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