

PegMate

The peg bag, that most humble washday accessory, has been given a stylish makeover by Evans Head inventor Tony Haney. Made of powder-coated aluminium, PegMate not only outclasses the competitors in looks but also outperforms them in the durability stakes. It's a once-only purchase.

Pauline Haney explains that the idea first came to husband Tony when he heard a local handyman complaining of the frequency with which he had to replace conventional peg bags in a residential complex. Tony then built a prototype, a relatively easy task given that his business manufactures aluminium test tube racks. At the end of the development process there were two different designs - one attaching to the clothesline and the other to a laundry trolley - and a customer choice of three contemporary colours.



Pauline and Tony gained invaluable help in developing their product and business through the Hunter Innovation Advisory Service's outreach program - a travelling roadshow that brings free commercialisation and patent advice to the region's more remote inventors.

Today PegMate is set to go commercially; the product is ready for sale, the business cards are printed and the website - www.pegmate.com.au - is operational. Pauline acknowledges that there's a big task ahead in marketing her product successfully but knows that she can call on the Service's expertise should she need it.

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