



Safesack, the theft-proof alternative to traditional backpacks

In December 2003 Simon Hasson heard repeated warnings over the loud speaker system at Newcastle's Nobby's Beach — "beware of bag thieves". Already aware through his telecommunications business how often mobile phones were stolen, Simon thought there must be some way for people to safeguard valuables while leaving them unattended at the beach or playground.

His solution was Safesack, a backpack of toughened nylon, which has a shoulder strap made from heavy-duty, plastic-coated industrial wire and its own combination lock, allowing the owner to secure it to a post or other fixture. Safesack sells for roughly the same amount as ordinary backpacks but offers durability, longevity and importantly, peace of mind.

With 1,000 bags sold to date through direct marketing and over the counter at his shop, Simon is doing well with his invention. But the entire three and a half-year journey from inspiration to the final product has been far from smooth.

"I was like a ship without a rudder before I took a friend's advice and went to the Hunter Innovation Advisory Service," says Simon.

"Every step has been easier with their help, particularly understanding the patent application process, which can be quite daunting. In retrospect I wasted around two years by not contacting the Service earlier."

"I highly recommend their help and professionalism."

Contact details: Hunter Innovation Advisory Service, phone 1800 995 299 or email iac@idc-hunter.org.au.

