

DAVISON

Turning Ideas
into Products





I created this process for you.

Today, you can go to stores across America and find our clients' new products. I can tell you, however, it wasn't always that way. It has taken over 18 years of hard work to figure it all out. It all started one day when I had an idea for a new product over 20 years ago. I spent almost two years of my life and practically every penny I had trying to develop it, only to be beaten to the stores by a large corporation.

Looking back, it should have been no surprise to me that I was beaten to market at that time in my life. While I was working with patent attorneys, marketing firms, industrial designers and prototype firms, they all worked independently in their own limited area of expertise and not as a unified team. This led to communication problems, increased costs and a loss of valuable time.

It was clear to me that people like myself were in need of a unified team that could assist them in all areas of product development. So, in 1989, I imagined an idea for a new type of company, a company where people can find a team working together to develop new products with one mission in mind: to do their best to get ideas to the stores. Today we have a team of nearly 300 people in engineering, prototyping, packaging, research, licensing, project management and more. We have created a new type of company.

Davison is bringing more and more products to the stores. The technology of our development process is what we have to offer you. It's how I create my products and it can empower your creations, too!

Davison
Founder



Images above are of Mr. Davison welcoming products developed by Davison to the store shelves.

Mr. Davison's goal is to get your idea to the stores.

Davison-developed products have sold in:

Wal-Mart • QVC • Home Depot • Bed Bath & Beyond • Auto Zone • Dick's Sporting Goods • CVS Target • Lowe's • Linens 'n Things • JC Penney's Mail Order Catalog • Home Outfitters • Sears Lillian Vernon • Ace Hardware • Home Trends Catalog • Pep Boys • Summit Racing • Kmart

Davison has been featured in:

ABC • CNBC • Metropolitan Home • BusinessWeek • Industrial Design Magazine Innovation Magazine • Popular Science • Pop City Media • Whirl • The New York Times Ripley's Believe It or Not - Remarkable Revealed, Issue 4 • Tech Magazine • Entrepreneur

Davison develops ideas in:

Apparel • Pet Products • Tools and Hardware • Lawn and Garden Novelty Items • Broad Technologies • Medical Devices • Electronics Housewares • Health and Beauty

Thank you Mr. Davison!



Our clients on Davison

Gary and Ruth were tired of looking at the ugly screw stems that hold toilets down to the floor. So Davison designed **Twister Caps™** and **Twister Bolts™** for them.

"Our experience has been exceptional... We told all of our family and friends to go buy it. It's in the stores... It's a great feeling. It really is. We are very happy."

Gary & Ruth Frazer
New Product: Twister Caps
Public Works Coordinator and Health Care Professional

Judith wanted to be able to walk at night and see where she was putting her cane. Davison developed **Light Step™** that fits on the bottom of a cane to light the way. The product has not sold in stores.

"I felt more secure after contacting them and being surrounded by support every step of the way. Every step of the process was explained to me in detail, and I was pleased to find a company who shared my enthusiasm for a product that can help so many people, myself included. Thank you for your guidance and support."

Judith Chmielewski
New Product: The Light Step
Grandmother

John wanted to capture that surfing feeling on the street. So we developed the **BikeBoard™** and **TykeBoard™** so kids could have fun "surfing" in the neighborhood.

"This is an entrepreneur's dream to have a company like this to work with. To have the talent to help you build it and make something that works to the extent of actually bringing it to the stores as well.... This has been a great relationship."

John Iavarone
New Product: The BikeBoard / TykeBoard
Entrepreneur

Curtis had an idea to develop car air fresheners that could be personalized with a name or saying. Davison developed **Personals™** so that people could arrange letters on an air freshener to spell different sayings.

"My idea went from paper to actual manufacturing, to the stores."

Curtis Hargrove
New Product: The Personals Air Freshener
Hospital Technician



How we protect your idea

1. Davison provides you with an Idea Security Agreement, shown to the left, to guarantee to you in writing that our company is legally obligated to keep your idea secure and confidential.
2. To ensure your idea is protected, all Davison employees sign an Ethics and Confidentiality Employment Agreement.
3. Our facilities are outfitted with electronic security devices that prohibit unauthorized parties from entering. Your valuable information remains secure inside of our buildings.
4. Davison equips all computer systems with the most advanced firewalls to ensure secure data transfer.

**“Don’t get beat like I did.
Start creating your idea today!”**

- Step 1. Fill out the enclosed Idea Security Agreement.
- Step 2. Keep the blue copy for your records.
- Step 3. Return the white copy at no cost in the enclosed postage-paid envelope, or use our toll-free fax. You may also go online to <http://security.davison.com> to submit the form using secure encryption.
- Step 4. We will contact you within the next (3-5) business days to consult and brainstorm with you about your new product idea at no cost.



DAVISON™

Our Brand Promise

We promise to protect your new product idea.

We promise to use all of our resources to the fullest extent of our experience and talents to make your idea into a real, tangible new product sample with a video to give your new product the most professional image possible.