

Handle-It™ Storage Canisters

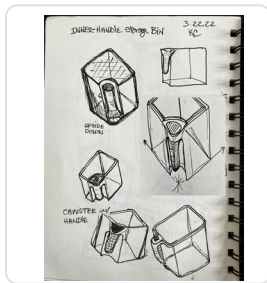
A pantry canister line designed with a built-in pouring handle tucked inside the form, so the canisters can sit side by side, stack, and not have protruding handles. This is a cabinet space saver and makes them easy to handle and pour. Taken from first sketch to the retail shelf in nine months.

Kerry Cooper, inventor
Concept, design direction, development and go-to-market



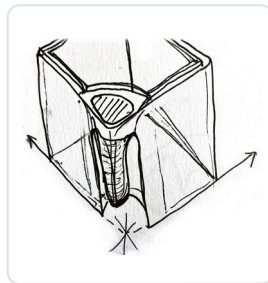
The development path

from sketchbook to shelf



01 · FIRST SKETCH

March 2022 - Original inner-handle concept,



02 · INNOVATION

Grip and thumb pad set into the corner, inside the square footprint.



03 · 3-D MODEL

Sketch translated into CAD for use testing and refinement



04 · REFINEMENT

Factory development, materials selection, user testing and go to market planning.



05 · PRODUCTION

Lid seal optimization, first production and shipment to launch partners.

Recognition



Finalist 2023
IHA Global
Innovation Awards



Winner 2022
Good Design Award



U.S. Patented
Integrated corner-
handle design

Proven at retail



4.6 ★★★★★

Average customer rating on Amazon

"It is a **gamechanger!** ... finally found something **accessible** that seals."
Kate, Amazon customer

"**Easy to use**, and looks really good."
GP, Amazon customer

"Part of my **Dream Team.**"
thelholmboy, Amazon customer