

EMS Helps Johnie-Lift Go To Market

In 1963 Paul Doyle's mother-in-law had an idea for making it more sanitary to lower and raise the toilet seat. She asked her husband to glue a plastic strip to the bottom of the toilet seat that stuck out to the side. This way she didn't have to touch the actual seat. The idea gathered so much praise from friends and family that they took the idea to Sears Roebuck & Co. In those days Sears was the premier place to sell a product much like Wal-mart or Amazon is today. Sears was very interested in selling the product but the family didn't have the money to invest to create a mold, and manufacturer the product.

The Problem

In 2009 Paul decided it was time to bring this product to market. He built some prototypes in his kitchen. To make the design more decorative he added a seashell on the end. With a prototype in hand he now needed someone who could convert the prototype into a CAD model suitable for manufacturing. In addition, he wanted to make a few more changes to the prototype before going to market.

The Solution

Paul contacted EMS and sent his prototype to them. EMS 3D scanned the prototype with their Konica-Minolta Vivid 9i high resolution 3D scanner. Next, EMS made the changes Paul wanted. Specifically he wanted the seashell and round tab a little larger.

EMS completed the scanning and product design in a few days and sent the CAD model back to Paul. Once Paul approved the initial CAD design, EMS 3D printed a physical prototype he could try out. Paul quickly realized it would help if the model had some dimples on the back that gave the user more grip when raising and lowering the seat. EMS added these to the CAD model and sent a new prototype to Paul. Paul was very excited to see the 46 year old idea finally come to life.

Paul next worked with a manufacturer to get the mold made, add the double sticky tape and do the packaging.

Conclusion

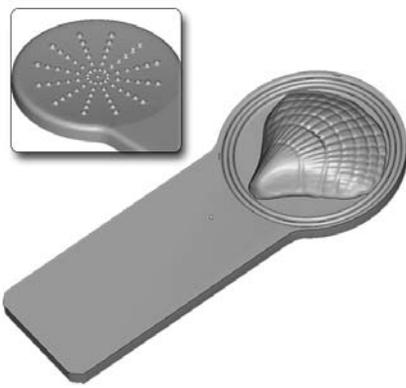
Johnie-Lift is now on the market and should do very well. It's not only great for personal use at home but hotels, businesses and restaurants as well. No one likes to touch a dirty toilet seat and Johnie-Lift can easily be replaced when needed.

EMS used the latest technology to take a 46 year old idea and bring it to market very quickly at an affordable price, giving individuals like Paul Doyle the chance to make millions with a great idea.

Visit www.ems-usa.com for more details.



Original prototype and final 3D Printed rapid prototype



Finished model from scan data. Insert shows detail added to the back



Final product on the market