

Wynnes

Case Study 

Smart Sinks

PREPARED BY:

Wynnes Patent and Trade Mark Attorneys

4/27 Godwin Street

Bulimba, Brisbane, Queensland, Australia, 4171

Telephone 61 7 3399 46 25

www.wynnes.com.au

“We both appreciate the way that Ewen and the team at Wynnes work with us, we cannot fault their level of professionalism, friendliness and ease of communication.”



35 YEARS WORKING IN THE CONSTRUCTION INDUSTRY AS A CARPENTER GIVES YOU A LOT OF ON-SITE EXPOSURE TO ON SITE PROBLEMS, YOU'VE GOT BE ABLE TO THINK ON YOUR FEET TO SOLVE SOME OF THESE CURLY ISSUES AND THAT'S EXACTLY WHAT CRAIG DID WHEN HE STUMBLED ACROSS A PARTICLE FILTRATION ISSUE.

Years of developing facilities for dental labs in high-rise buildings, gave Craig an amazing insight into a reoccurring sediment filtration problem, that needed to be solved. With his innovative mind whirring at full pace, Craig came up with a product and just knew this could be turned into a product that could revolutionise particle filtration in the marketplace.

SCOPE: The problem was how to get rid of the waste sediment that comes from the dental lab from the manufacture of dentures (especially when the lab is situated in a high rise). Traditionally you'd have to run an external pipe or risk clogging up the pipes in the buildings infrastructure with wet plaster and debris.

smart sinks®

Waste Water Filtration & Recycling Systems

With today's legislation and environmental impact minimisation that is required, this is a pretty much a no-no. So how do you deal with so much waste from up so high?

Craig came up with an amazing filtration sink unit that allows sediment filled water to be filtered so the water is crystal clean at the end of the process and the sediment is collected in a disposable bag ready for easy and normal waste disposal. This saves so many maintenance call outs and thousands of dollars in the process.

Knowing this works so well for the plaster that comes from Dental labs, Craig adapted the product to create

a mobile sink that is housed in a wheelie bin. You can easily have 70L of water ready to filter the plaster and construction debris from any trade site without having to bring in water or get a third party to come in to clean up the waste.

The concept was fantastic, Craig and Leslie Hanson knew they had to get this idea out into the market and so they sought the advice of some professionals.

After one visit with Ewen at Wynnes, Craig was captivated, inspired and enlightened; the light bulbs went on in his eyes and quite literally haven't switched off.

Unfortunately, Craig had used his idea in a couple of projects, because

it solved the problem, not because it was a patented idea, this prevented him from patenting that exact idea.

Once out in the market in any way shape or form you simply cannot patent the idea. It has to be a new idea to the market that is not in existence. So Ewen had a long chat with Craig and said, *“Well OK, so you can’t patent that exact product, but can you change it?”* It wasn’t an avenue that Craig had considered and his mind went into overdrive.

Craig’s wife Leslie remembers seeing the look on Craig’s face when he was told that he could vary the concept and still protect and then market his product. He set to work and now has 3 models of the product to his name – the Bench, Trolley and Wheelie Bin models.

Interestingly, Craig is Dyslexic and struggles to read or write and so Ewen and his team had to handle this project differently. Expertly they ensured that Craig had verbal communication and his wife received



the confirmation of the verbal in writing through email. *“The 35 page patent application took some time to work through”* says Leslie, but I would read 3 pages to Craig each night and we got there in the end.

Amazingly Ewen and the Wynnes team had done such a good job that we only had 3 small changes before we were able to submit the application”.

When asked if they would continue to use Wynnes to manage their IP as an ongoing project Leslie said:

“We wouldn’t go with anyone else”

“We would be happy to recommend Ewen and the team at Wynnes IP Attorneys to anyone who has an idea and wants to commercialise it but are not sure where to start.”

For more information on what you need to know and how to protect your business, product or service, go to

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