



# Ring Around The Bin™

Stops the bag from falling inside the bin.



My name is Janet Sirko and I reside in Whitby Ontario. I'm the inventor of a product called **Ring Around The Bin™**.

**Ring Around The Bin™** is a plastic moulded ring that simply snaps on the rim of a household compost bin to stop the compost bag from slipping down into the bin when organic waste is placed inside.

I came up with the idea after experiencing many years of frustration with what should be a simple everyday task of throwing organic waste into the kitchen compost bin and it not ending up in an awful mess. The challenge was to keep the food waste from falling in between the bin and the bag and this challenge sent me on a mission to ensure the entire family was to keep the bin clean, and have the food waste going inside the bag only!

For several years I envisioned a simple solution to this frustrating and messy problem. I was convinced the idea that I pictured in my mind already existed somewhere in the market place. Every Thursday I would look through the Canadian Tire flyer searching for this device that I had pictured in my mind - it wasn't there. I decided to do some more research, and searched for this device on-line, hoping to be able to order it from somewhere. Through hours of searching I still found absolutely nothing! The ring didn't exist anywhere, I couldn't believe it! Then, it came to me! I had this amazing revelation and then realized that every person that has the same compost bin is experiencing the same problem, that I did, with the messy bag slipping down all the time. My decision was made at that point, "If know one else is going to solve this problem, I was going to solve it myself." So, I did and Ring Around The Bin was born.

The first thing I knew I had to do was to protect my idea. I didn't tell a single soul, not even my own mother. I found a local patent lawyer and I starting asking questions regarding patents, and how this idea of mine would be protected from anyone stealing my idea. However, even before I told him what the idea was, I asked him, "Well, how do I know you won't tell anyone?" He laughed and said, "Janet, I wouldn't be in business for over 40 years if I started giving ideas away." That was the right answer for me so we carried on and started the ball rolling. I have a Utility Patent Pending In Canada and USA for my product.

The next challenge was to get a prototype made. Thank goodness I'm a huge fan of Dragon's Den and Shark Tank as they were my mentors in all this. I had absolutely no background in this type of business. I found a gentleman in Durham Region to make the first prototype, which was made out of rubber, it did the trick and it solved the problem however rubber was too expensive to produce. I had to find someone in North America that did injection moulding to produce a plastic ring made out of a high quality plastic (polypropylene). In no uncertain terms was my product going to be made off shore. We have lost enough jobs in North America because of manufacturing outside of Canada and USA. At this point I would have been happy to find someone even in the states, however I stumbled onto an injection moulding company in Pickering, MSB Industries. I met with Brian, at MSB and he said they could do it, and here we are today.

I launched **Ring Around The Bin™** at a local Flea Market, in Pickering. People that purchased the product loved it! Everyone was asking me when was I taking this to the Dragon's Den. I actually had employees that worked at a Canadian Tire stores approach me and said, "look, you have to get this great product out into retail stores other than a weekend Flea Market, people are coming into our store looking for your product." I also rented a Kiosk at the Pickering Town Centre and they were selling like hotcakes! My best was 162 in one day! I knew then I had a winning product and everyone loved that it is manufactured locally in Pickering Ontario and not offshore! The time came to put **Ring Around The Bin™** into retail stores as I had established there was a great demand for a product like mine. My sales were fantastic and I had repeat customers purchasing **Ring Around The Bin™** for their family and friends.

In late 2014 I had a meeting with Canadian Tire but oddly enough it just didn't feel right! I walked away from Canadian Tire and went back the Pickering Town Centre to establish more sales and get the word out about this new and amazing product.

Several months later I received an email from Canadian Tire saying they loved my product and wanted **Ring Around The Bin™** in their stores across Canada by Spring 2015! We met again and came to an agreement! Wow, a dream come true for every entrepreneur is to have their product in a Canadian Tire Store! Two shipments, have already left Pickering, and will be in the stores approximately April 13, 2015. I'm so excited!

Now, my job is to tell the world about my invention and my entrepreneurial journey.