

SOAP STAR AZIZ IS CLEANING UP

Report by NINA BRYANT

An East Ham entrepreneur is in a lather over the triumph of his first invention – a multipurpose handwash dispenser.

Aziz Patel, 40, of Plashet Grove, has had his design for a combined dispenser and air freshener snapped up by a top supermarket chain.

The idea for the invention came to him suddenly three years ago, Aziz, a former pupil of Brampton Manor School in East Ham, was seated next to a smelly bathroom on a long-haul flight.

BATHROOM

He said: "I was trying to think of a mechanism which would release air freshener automatically every time we use the bathroom – and then it hit me."

Now Aziz hopes to make a fortune from the bottled product which also has a freshener which disguises odours.

The former luggage and toiletry firm boss gave up his job to spend 18 months creating prototypes, getting a patent and persuading industry executives to look at the design before finding a company to take it on board.

Aziz said the hard work and financial difficulties have been worthwhile. "I think invention is in my blood now!"

He added that lone inventors have a hard time getting recognition in the British manufacturing industry, but anyone with a good idea should not give up.

He said: "My advice is to stay determined and persevere." He praised Tesco for their backing. Freshorize 3 in 1 hit the firm's shelves across the country recently.