

Freshorize 3 in 1

Freshorize 3 in 1. Available exclusively in Tesco. The idea of automatically triggering a burst of air freshener whilst simply washing one's hands came to Aziz 3 years ago during a long haul flight where he had the misfortune to be seated next to an aeroplane lavatory.

He said: "I couldn't help but notice that the air fresheners were not working fast enough when needed the most. What was needed was a burst of fragrance that could be dispensed without any extra effort. I started to figure out ways of solving the problem and I guess the unpleasant environment in this flight must have stimulated my thinking because the solution that came to me turned out to be so simple and elegant,

Aziz recognised the business potential of his idea and spent the following 18 months obtaining patents, developing prototypes of the product and trying to convince leading manufacturers of its merits all the while overcoming difficult struggles to see it through. Most industries did not give his invention serious thought, a few outright gave a thumbs down. Other companies stated that they simply did not have the time to see the inventor. He adds, "I struggled a lot and having too many negative comments about my invention was not helpful and compounded with financial woes, things were getting desperate. I could not understand why industry did not want to see potential in my idea. Eventually I advised was wasting my time here in England, I ought to go to USA." Aziz has patent rights in many countries around the world.

Despondent with the lack of support from our industry Aziz went to USA to see if he could get some backing. He says "I could see a different attitude in the US. Back home, calling my self an inventor was problematic, it conjured images of a mad scientist, I could not convince anyone. In contrast, in the US they wanted to know more and the enthusiasm was all too apparent." Aziz, already in dire financial straits could not afford to stay in the US so had to come back to England. To overcome his financial hardships Aziz approached many banks but Aziz says "they were even worse -not a penny unless I had security". Government grants were refused because he did not quite meet their criteria.

All that hard work finally paid off when a leading supermarket chain, Tesco having seen his prototypes, shared his optimism for the concept and decided to support his endeavours in bringing a finished product to the marketplace. Today, Freshorize is available exclusively in Tesco. Other leading supermarket chains will soon be stocking the product.

Freshorize 3 in 1 won Finalist British Invention Show 2003 award.

