



## Pattern Bodiform Potential Licensing Partner Search

### Introduction

The following report includes an investigation into potential partners for the Pattern Bodiform.

WISC interviewed 16 manufacturers of adjustable dress forms and/or mannequins\*:

Econoco Corporation	Polly Products Company
Goldsmith Inc.	Davis Enterprises
Bay Area Display San Francisco	Triple A Enterprises/Wooster Novelty
Barnhart, Carol	Cyberform Corporation
Lifestyle Form Company Inc.	Venus Mannequin Display
Wolf Form Company	Avondale Adventure/Holey Cards (Dress Rite Form)
Greenberg Display	Dorfman Museum Figures Inc.
Characters Unlimited	Studio One Midwest

We posed the following questions to the company representatives:

- \* What type of products does your company manufacture?
- \* How are your products distributed? Where are they distributed?
- \* Does your company have experience in the area of new product development?
- \* Have you licensed in products from the outside in the past?
- \* Will your company sign non-disclosure/confidentiality agreements?
- \* At what stage of development should the product be?
- \* What information on the product, market, and/or developer does the company expect?
- \* Who is the appropriate contact person for submissions?

\* We contacted seven companies found in the Thomas Register On-line, 26 companies identified in Dun & Bradstreet Market Identifiers On-line, and two companies from the New Product Feasibility Assessment (conducted by WISC for the Pattern Bodiform). Sixteen of the companies were willing to participate in our interviews. Six companies do not license, five do not produce related products, two were unwilling to participate, two were not interested, and four companies were contacted, but have not responded to our request for interview (see end of summary for a specific company breakdown). The companies that claimed they were not interested are based on our initial introduction of the product; we informed the companies that we were working with a client that has developed an innovative, adjustable, dress form.

### Summary of Partner Interviews

Fifteen of the companies indicated they have experience in the area of new product development. Specific new products, which have been recently introduced, included:

- Dress form (Econoco)
- Mannequins (Goldsmith, Greenberg Display, Triple A, Venus Mannequin Display, Dress Rite)

- Santa Clause, bear, and Dalmatian mannequins (Bay Area Display)
- Larger male torso (Davis Enterprises)
- Hand form for gloves (Cyberform)
- Conservation form (Dorfman Museum)
- Garment rack (Lifestyle Form)

The representative from Barnhart, Wolf Form, Characters Unlimited, and Polly Products did not report on specific recently introduced products, or have not recently introduced a new product.

All of the companies indicated that they would be willing to look at ideas from outside the organization. Also, all of the companies (except Triple A) indicated they are willing to sign non-disclosure/confidentiality agreements; the representative from Triple A noted that they might be willing to sign a non-disclosure agreement.

Regarding licensing, 7 of the 16 companies have successfully licensed in the past. Specifically, Barnhart indicated they have licensed a sculpture that was turned into a mannequin. Venus Mannequin Display licensed a new mannequin. Econoco has licensed in floor fixtures and Davis Enterprises has licensed in a z-hook to hang accessories. Bay Area Display, Characters Unlimited and Polly Products did not note any specific examples.

Regarding the stage of development required for a product to be considered, eight of the companies look at products at any stage of development (Goldsmith, Bay Area Display, Barnhart, Lifestyle Form, Polly Products, Triple A, Cyberform, and Studio One Midwest). Dress Rite prefers to see patented products. Econoco and Davis Enterprises prefer to see the idea first; if the company and developer decide to progress further, then a prototype would be needed. Also, Wolf Form and Characters Unlimited prefer to see the product in the idea stage, but did not specifically note that a prototype would need to follow. Greenberg and Dorfman Museum prefer to see the product in the prototype stage. Venus Mannequin Display will look at ideas only, but prefers to see prototypes.

The level of information expected on the product, market, and developer varied from company to company. Ten of the companies did not have specific expectations (Econoco, Wolf Form, Characters Unlimited, Davis Enterprises, Triple A, Cyberform, Venus Mannequin Display, Dress Rite, Dorfman Museum, and Studio One Midwest). Goldsmith would like information on the material to be used, volume of distribution desired, and any available product and market information. Bay Area Display would like information on what the developer expects of the company and as much information as the developer may have on the product. Barnhart Carol would like information on material needed, market conditions, volume of distribution desired, and any other relevant information the developer may have. Lifestyle Form would like information on the material to be used, and where and how much distribution is desired. Greenberg Display would like information on why the product is unique, what materials are needed, and product specifications. Polly Products would like information on the quantity of production desired and as much information on the product as the developer may have.

The appropriate contact person for each company is included in the matrix and individual company interviews. Product information and company information, when available, are included in the individual company attachments.

## Conclusion

From the 16 companies interviewed, the following 15 companies appear to initially warrant further investigation:

Econoco Corporation

Goldsmith Inc.

Bay Area Display San Francisco

Barnhart, Carol

Lifestyle Form Company Inc.

Wolf Form Company

Greenberg Display

Characters Unlimited

Polly Products Company

Davis Enterprises

Triple A Enterprises/Wooster Novelty

Cyberform Corporation\*

Venus Mannequin Display

Dress Rite Form\*

Dorfman Museum Figures

These companies are all willing to review outside ideas for licensing, and the client's current stage of development meets all of the companies' stage of development requirements--the client's product is both patented and prototyped. (Studio One Midwest, the only company not listed, is a contract manufacturer; the company is willing to review outside ideas, but does not appear to have experience in marketing products.)

\*The representative from Cyberform indicated the company was very interested in learning more about the product and in hearing from the developer/client as soon as possible. Additionally, the representative from Dress Rite Form also indicated that the company was very interested in the client's product.

## Potential Partner Matrix

<i>Company/ Contact Person*</i>	<i>Sales/ Employees**</i>	<i>Experience in NPD / Recently introduced products?</i>	<i>Products Manufactured</i>	<i>Do you look at ideas from outside the company?</i>	<i>Has your company licensed products? If so, what type</i>	<i>What stage of development should the product be in?</i>	<i>What is expected on product, market and/or developer?</i>	<i>Do you sign ND/CA?</i>
1) Company Name/, VP of Sales	\$5-\$10 million/ 40	Yes, dress forms	Mannequins, dress forms, display forms, and fixtures	Yes	Yes, floor fixtures	Idea stage at first. If decide to progress further, then prototype will be requested.	As much information as is available	Yes
2) Company Name / Owner	\$3,300,000/ 47	Yes, mannequins	Mannequins and dress forms	Yes	Not yet	Any stage	Information on material used, volume of distribution desired, and any available product and market information	Yes
3) Company Name / Sales Department	\$3,100,000/ 55	Yes, new Santa Clause design, a bear, and Dalmatian mannequins	Mannequins and dress forms	Yes	Yes, no specifics were noted	Any stage	Information on what the developer expects of the company and as much information as available on the product	Yes
4) Company Name, Carol/ Owner	\$3,000,000/ 10	Yes, no examples were given	Mannequins, dress forms, and decorative items	Yes	Yes, sculpture turned into a mannequin	Any stage	Information on material needed, market conditions, volume of distribution desired, and any other relevant information	Yes
5) Company Name / Sales Department	\$2,800,000/ 39	Yes, a new garment rack	Mannequins, garment racks, and fixtures	Yes	Not yet	Any stage	Information on material to be used and where and how much distribution is desired	Yes

\*Companies are ordered in terms of company reported sales.

<i>Company/ Contact Person*</i>	<i>Sales/ Employees**</i>	<i>Experience in NPD / Recently introduced products?</i>	<i>Products Manufactured</i>	<i>Do you look at ideas from outside the company?</i>	<i>Has your company licensed products? If so, what type</i>	<i>What stage of development should the product be in?</i>	<i>What is expected on product, market and/or developer?</i>	<i>Do you sign ND/CA?</i>
6) Company Name / Owner	\$1,900,000/ 30	Yes, none recently	Dress forms	Yes	Not yet	Idea	As much information as is available	Yes
7) Company Name / VP of National Sales	\$1,244,626/ 5	Yes, new style of mannequin	Mannequins and dress forms	Yes	Not yet	Prototype	Information on why the product is unique, what materials are needed, and product specifications	Yes
8) Company Name / President	\$936,646 / 6	Yes, none recently	Dress forms	Yes	Yes, no examples were given	Idea	As much information as is available	Yes
9) Company Name / Dir. Of Market Sales and Product Development	\$840,000 / 10	Yes, none recently	Foam plastic/metal display forms, hooks accessories, fixtures and pins	Yes	Yes, no examples were given	Any stage	As much information on the product as is available and the quantity of production desired	Yes
10) Company Name / Owner and VP	\$700,000/ 5	Yes, new larger male torso	Mannequins and dress forms	Yes	Yes, a z-hook to hang accessories	Idea stage at first. If decide to progress further, then a prototype will be requested.	As much information as is available	Yes
11) Company Name / General Manager	\$525,000/ 15	Yes, mannequins	Mannequins	Yes	Not yet	Any stage	As much information on the product as is available	May be willing

<i>Company/ Contact Person*</i>	<i>Sales/ Employees**</i>	<i>Experience in NPD / Recently introduced products?</i>	<i>Products Manufactured</i>	<i>Do you look at ideas from outside the company?</i>	<i>Has your company licensed products? If so, what type</i>	<i>What stage of development should the product be in?</i>	<i>What is expected on product, market and/or developer?</i>	<i>Do you sign ND/CA?</i>
12) Company Name / VP of Marketing and Sales	\$500,000/ 6	Yes, new hand form for gloves	Mannequins and dress forms	Yes	Not yet	Any stage	As much information as is available	Yes
13) Company Name / Owner	\$290,000/ 5	Yes, new type of mannequin	Mannequins and dress forms	Yes	Yes, new type of mannequin	Idea (prefer prototype)	As much information as is available	Yes
14) Company Name/ Owner	\$250,000/ 7	Yes, less expensive type of mannequin	Dress forms	Yes	Not yet	Patent	As much information as is available	Yes
15) Company Name / Owner	\$160,000/ 4	Yes	Display and dress forms	Yes	Not yet	Prototype	As much information as is available	Yes
16) Company Name / Owner	\$75,000/ 20	--	Mannequins	Yes	--	Any stage	As much information as is available	Yes

## Potential Partner Interviews

- 1) **The Corporation**  
**Hicksville, NY 11801**  
**800-666-8888**  
**Vice President of Sales**

The Corporation is a manufacturer of mannequins, dress forms, display forms, and fixtures. The products are distributed through distributors and sales representatives to a variety of stores. The Corporation reviews ideas from the outside for potential licensing and is willing to sign non-disclosure agreements. The company has successfully licensed in floor fixtures; currently, no forms have been licensed. They have experience in new product development, recently introducing a new type of dress form. When submitting a new product for review, it should be sent first as an idea. If the company and developer decide to go further, then a prototype will be requested. The company would like as much information as is available on the market, developer, and product.

- 2) **The Corporation**  
**Long Island City, NY 11101**  
**777-777-7777**  
**Owner**

The Corporation is a manufacturer of mannequins and dress forms. The products are distributed through in-house account and sale representatives. They distribute their products to designers and department stores. The Corporation reviews ideas from the outside for potential licensing and is willing to sign non-disclosure agreements. The company has not yet licensed any products. They have new product development experience, recently introducing new types of mannequins. When submitting a new product for review, it can be in any stage from idea to patent to prototype. The company would like information on the material to be used, volume of distribution desired, and any available market and product information.

- 3) **The Corporation**  
**San Francisco, CA 94107**  
**444-444-4444**  
**Sales Department**

The Corporation is a manufacturer of mannequins and dress forms. The products are distributed through sales representatives to retail stores. The Corporation reviews ideas from outside for potential licensing and is willing to sign non-disclosure agreements. The company has successfully licensed products in the past; no specifics were noted. They have experience in new product development, recently introducing a Santa Clause, a bear, and Dalmatian mannequins. When submitting a new product for review, it can be in any stage from idea to patent to prototype. The company would like as much information on the product as available and what is expected from The Corporation.

- 4) **The Corporation**

**New York, NY 10011  
222-222-2222  
Owner**

The Corporation is a manufacturer of mannequins, dress forms, and decorative items. The products are distributed through sales representatives and distributors. Distribution ranges from large retail stores to small stores. Barnhart reviews ideas from the outside for potential licensing and is willing to sign a non-disclosure agreement. The company has successfully licensed in the past; one example is a new sculpture turned into a mannequin. They have experience in new product development; however, no examples were given. When submitting a new product for review, it can be in any stage from idea to patent to prototype. The company would like information on the material needed, market conditions, volume of distribution desired, and any other available relevant information.

**5) The Corporation  
New York, NY 10011  
213-213-1234  
Sales Department**

The Corporation is a manufacturer of mannequins, garment racks, and fixtures. The products are distributed through distributors and sales representatives. Distribution ranges from major retail stores to small stores. The Corporation reviews ideas from outside for potential licensing and is willing to sign a non-disclosure agreement. The company has not licensed any products yet. They have experience in new product development; the most recent product introduced was a new garment rack. (No mannequins have been recently introduced.) When submitting a new product for review, it can be in any stage from idea to patent to prototype. The company would like information on the material to be used, and where and how much distribution is desired by the developer.

**6) The Corporation  
Englewood, NJ 07631  
444-444-4444  
Owner and CEO**

The Corporation is a manufacturer of dress forms. The products are distributed through sales representatives to large retail stores and to small shops. The Corporation reviews ideas from the outside for potential licensing and is willing to sign non-disclosure agreements. The company has not yet licensed any products. They have experience in new product development. However, no recent developments have been made; only custom made products specified by customers. When submitting a new product for review, the product can be in the idea stage. The company would like as much information as the developer is willing to provide.

- 7) **The Corporation**  
**Brooklyn, NY 11207**  
**888-888-8899**  
**Vice President of National Sales**

The Corporation is a manufacturer of mannequins and dress forms. The products are distributed through sales representatives, catalogs, and distributors to major retail stores. The Corporation reviews ideas from outside for potential licensing and is willing to sign a non-disclosure agreement. The company has not yet licensed any products. They have experience in new product development, recently introducing a new style of mannequin. When submitting a new product for review, it should be in the prototype stage. The company would like information on why the product is unique, what materials will be used, and specifications on the product.

- 8) **The Corporation**  
**Boulder City, NV 89005**  
**702-294-0563**  
**President**

The Corporation is a manufacturer of dress forms. The products are distributed to small shops through sales representatives and at trade shows. The company reviews ideas from the outside for potential licensing and is willing to sign a non-disclosure agreement. The company has successfully licensed in the past; no examples were given. They have experience in new product development; however, no products have recently been developed. When submitting a new product for review, the product can be in the idea stage. The company would like as much information as available on the product, market, and developer.

- 9) **The Corporation**  
**Mendon, MA 01756**  
**508-473-6000**  
**Director of Market Sales and Product Development**

The Corporation is a manufacturer of foam plastic and metal display forms, accessories, hooks, fixtures, and pins. The products are distributed through sales representatives and distributors to large stores and to small shops. The Corporation reviews ideas from the outside for potential licensing and is willing to sign non-disclosure agreements. The company has successfully licensed in the past; no examples were given. They have experience in new product development; however, no products have been recently developed. When submitting a new product for review, it can be in any stage from idea to patent to prototype. The company would like as much information on the product that is available and the quantity of production desired.

10) **The Corporation**  
Denver, CO 80207303-399-8712  
444-444-4444  
Owner

The Corporation is a manufacturer of mannequins and dress forms. The products are distributed through sales representatives, catalogs, and trade shows to formal stores such as men's, ladies, and ready to wear stores. It also sells to small shops that are not chain stores. The Corporation reviews ideas from the outside for potential licensing and is willing to sign non-disclosure agreements. The company has successfully licensed in a z-hook used to hang accessories. They have experience in new product development, recently developing a new larger male torso. When submitting a new product for review, it should be first sent in the idea stage. A prototype will be requested if the company and developer decide to progress with the project. The company would like as much information as available on the market, product, and developer.

11) **The Corporation**  
Brooklyn, NY 11201  
555-555-5555  
General Manager

The Corporation is a manufacturer of mannequins. The products are distributed through distributors to various size retail stores and small shops. The Corporation sometimes looks at ideas from the outside for potential licensing and may be willing to sign a non-disclosure agreement. The company has not yet licensed. They have experience in new product design, mainly new styles of mannequins. When submitting a new product for review, it can be in any stage from idea to patent to prototype. The company would like as much information on the product as is available.

12) **The Corporation**  
Glendale, CA 90806  
666-654-6543  
Vice President of Marketing and Sales

The Corporation is a manufacturer of mannequins and dress forms. The products are distributed through direct sales; they are currently looking into using distributors. Their products are distributed to schools, to larger stores (such as major retailers), and to small stores (such as dress shops). The Corporation reviews ideas from outside for potential licensing and is willing to sign non-disclosure agreements. The company has not yet licensed any products. They are growing fast and are looking for new ideas and possible licensing partnerships. The Corporation has experience in new product development; they have come out with new mannequins for their clients. The newest product is a hand form for gloves. When submitting a new product, it can be in any stage from idea to patent to prototype. The company would like as much information as possible on the product, developer, and market.

(The representative is very interested in learning more about the client's product. The Vice President gave his direct number, 666-654-4070, and asked that the client call him directly, as soon as possible. His direct fax number is 666-654-5580.)

- 13) **The Corporation**  
**Farmingdale, NY 11735**  
**987-654-3217**  
**Owner**

The Corporation is a manufacturer of mannequins and dress forms. The products are distributed through distributors and at the web site (<http://members.aol.com>). They distribute their products to chain stores and art galleries. The Corporation reviews ideas from outside for potential licensing and is willing to sign non-disclosure agreements. The company has successfully licensed a new type of mannequin. They have experience in new product development, with a recently introduced mannequin. When submitting a new product for review, it can be in the idea stage, but prefer prototypes. The company would like as much information as available on the market, product, and developer.

- 14) **The Corporation**  
**Chicago, IL 60641**  
**654-987-7319**  
**Owner**

The Corporation manufactures dress forms. The products are advertised in magazines/newspapers and distributed through sales representatives. Products are sold to design schools, universities, dress shops, and individuals. The Corporation reviews ideas from outside for potential licensing and is willing to sign non-disclosure agreements. The company has not licensed any products, because it is a fairly new company. They have experience in new product development, recently introducing a new less expensive mannequin. When submitting a new product for review, it should be patented. The company would like as much information as is available on the developer, market, and product.

- 15) **The Corporation**  
**Ellicott City, MD 21043**  
**410-750-7985**  
**Owner**

The Corporation is a manufacturer of display and dress forms. The products are distributed through sales representatives and catalogs. Distribution is to museums and amusement parks. However, the company is looking for a new product to expand into the small shops. The Corporation does review ideas from outside for potential licensing and would be willing to sign a non-disclosure agreement. The company has not yet licensed. They do have experience in new product development, with a new conservation form. When submitting a new product for review, it should be prototyped. The company would like as much information as is available on the market, product, and developer.

- 16) **The Corporation**  
**Battle Creek, MI 49015**  
**666-666-6666**  
**Owner**

The Corporation is a contract manufacturer of mannequins. They do not distribute products. However, they are willing to look at ideas from outside for potential licensing and they are willing to sign non-disclosure agreements. When submitting a new product for review, it can be in any stage from idea to patent to prototype. The company would like as much information as is available.

The following manufacturers do not appear to produce related products:

Encore Retail Systems	Brooklyn, NY	718-636-9239
Research Mannikins Inc.	Lebanon, OR	541-451-1538
Flamingo Surprise	Alameda, CA	510-532-7272
Grondorf Field Black & Co.	Irvine, CA	949-451-9100
Prym-Dritz Corporation	Spartanburg, SC	864-576-5050

(They don't manufacture products; they just purchase from others.)

The following companies were contacted; however, to date, representatives have not responded to our requests for information:

Norlaine Inc./Patina V	City of Industry, CA	636-961-2471
Handy Jeff Products	Brooklyn, NY	800-456-9985
G & G Manikins	Bronx, NY	718-716-9787
Bernstein Displays	Astoria, NY	718-545-7311

The following companies were not interested:

Panache Collection	Orangevale, CA	916-988-9774
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(The representative stated they were too small of a company to be able to manufacture the product.)

Visual Concepts	Plastic Bradenton, FL	941-749-1141
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(The representative stated they were too small of a company to be able to manufacture the product.)

The following companies do not license:

Golmont Enterprise		
--Superior Model Form	New York, NY	212-947-3633
Bauchet International Inc.	Los Angeles, CA	323-263-9000
Custom Productions	Spokane, WA	509-535-2500
Carol, Joan Associates Inc.	Clinton, MD	301-856-7000
Kieltuka, Michael		
--Saber Exhibits	Gardena, CA	310-965-0040
Brown Wood Products Co.	Lincolnwood, IL	800-328-5858

The following companies were unwilling to participate in the interview:

Catalina Plastics and Displays	Tucson, AZ	520-628-1877
Headcraft Manufacturing Corp.	New York, NY	718-436-3282