



No more broken chips and soggy sandwiches or fruit!

See how it works!
Watch the video at
www.Separate-It.solutions



Separate-It

Introducing

Separate-It

“No more soggy sandwiches and crushed chips!”

TARGET MARKET:

- Parents that pack school lunches
- Anyone that packs a cooler with food for work or travel

FEATURES:

- Keeps items separated and dry
- Create multiple big or small compartments on the fly
- Can be used in lunch bag or large coolers
- Assembles in 3-4 seconds, a child can do it!
- A great space saver, stores flat

PATENT INFORMATION:

A patent application was filed in June of 2020 and is in patent pending status.

SUMMARY:

Most popular lunch boxes today are designed as merely an insulated bag and/or cooler with items just thrown right in. Of course, smashed sandwiches and bruised fruit are inevitable. Kids can be picky about their food as it is.

Introducing **Separate-It!** A lunch box divider system with over 30 interchangeable/customizable compartments. This means no more soggy sandwiches and crushed chips.

It is quite simple to use, so simple that

children may just want to do it themselves. It only takes a few seconds to put together.

A bottom plate goes in first and it has grooves/holes that allow the dividers to snap into. The dividers can be spaced to allow for dozens of combinations to suit each individual situation. Each of the base plates have convenient finger holes to help children pull the sections apart.

Two big compartments? 3 small compartments? Ice packs on the side, chips on top, grapes on the bottom? No problem. Everything is safe and dry in its own compartment.

The Separate-it divider system is obviously perfect for kid's lunch boxes but it is also great for large coolers as well.

Addition to being useful on a daily basis, they are quite a space saver. They can be stacked flat in a kitchen drawer. If you were using Tupperware™ or something similar for lunch boxes you know these can take up a great deal of space to store.

According to research company Radiant Insights, The global market for Lunch Boxes at \$2.7 billion in 2017 is anticipated to reach \$5.96 billion by 2024 (2018 to 2024). They have growth of 12% through 2024 (2018 to 2024). Increasing attention to nutrition for all people is expected to drive the growth of the market in the coming years.

The **Separate-It** system is the perfect companion for lunch boxes and coolers.

For more information:

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About the Developer

Eileen Karslo of Easton, PA is a parent and like most parents she has had to deal with the squashed food dilemma while trying to pack lunch boxes/coolers for the kids. She came up with a solution and created a simple prototype and it was very effective. Working with Mars Rising Network, she had the invention refined with the hope of turning this great idea into a commercial product. She is actively seeking a company that would have an interest in partnering with her to get this product on the market.

Member of the



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