

The Pedestal Breathing new Life into iPad/Tablet Stands

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-- Very often, the most popular gadgets are also the simplest. The breakthrough Pedestal is poised to earn a place for itself as the [ultimate iPad/tablet stand](#) with its sleek, sculpted form that meets innovative, Swiss Army Knife level function. The Pedestal's stability, durability, and affordability create a new standard for tablet stands that surpasses the overpriced and underperforming models currently available on the market. Not only is The Pedestal useful, but it's attractive. None of those ugly clamps that other stands use to hold the tablet in place; the lightweight Pedestal, with its precision engineering that can occupy 16 different positions, is simple and lightweight. It's been adroitly designed so that tablet users can comfortably type e-mails, surf the web, watch movies, and take the mess out of meal time as cooks simultaneously follow their recipes while chopping, slicing, and stirring. When in use, The Pedestal is anywhere from 90% to 100% unseen, depending on the task that's being performed. But when it is in sight—it comes in seven different colors, including black, blue, clear, green, pink, purple, and red—it shows off its elegant crafting.

Your iPad or tablet deserves to be both [dimensional and easy to use](#) so that its versatility can be fully utilized. So why doesn't your tablet have a stand that's easy on the wallet, built to last, and deigned to multitask, and better yet,



accomplish all these feats at the same time? As Pedestal inventor Kerry Cromack puts it, "Tablets are the most versatile products but they're not matched in versatility with the units that hold them. And you can't run thin on the versatility. You've got to match it, and our product does that."

Cromack's product can do even more. Miles may separate family members and friends, but thanks to FaceTime and Skype, distance is no longer a barrier to time spent together. You might not think that a tablet stand makes a difference in FaceTime. But The Padestal's most appealing feature might be its innate ability to enhance one's appearance during those chats. Flipping the Padestal upside down gives the tablet a more upright position, and you'll love what that means: those double chins vanish as Facetime and Skype communication means that you're putting your best face forward. Cromack says, "You just look better while using this thing! Once people figure that out, sales are going to skyrocket."

Cromack, President and Founder of the new Chicago startup Cromack Innovations LLC, is justifiably proud of his invention. "The Padestal is unlike anything on the market. Its simple form and exceptional design excluded moving parts, making it extremely durable. It's extremely portable, has a small footprint, and can be used as a standalone dock, or with a Bluetooth keyboard simultaneously."

Cromack Innovations concentrates its efforts on designing gadgets that have a direct bearing on the tablet market. Partnering with Creators Stained Glass, another Chicago company with a reputation for innovation, this one in the bottle and glass-cutting business, the duo joined with Kickstarter for a [crowdfunding campaign](#) that was launched on September 9, 2014. The Padestal, with a goal of earning \$10,000 in crowdfunding, is available for viewing for the next 45 days.

Cromack and his team are hoping that The Padestal will end up on the Grommet, QVC, or the Home Shopping Network. Other goals to expand the marketing plan include giving the website a facelift. Marketing is key to success, so the company is also working with a graphic designer so that packaging gives The Padestal a "pop off the shelf" effect.

For more information about The Padestal, contact Kerry Cromack at cromackinnovations@gmail.com; visit www.padestal.com; or Ray Nicholas at www.cuttersmate.com or 847-477-3863.

About The Padestal:

Kerry Cromack, the inventor of The Padestal (www.padestal.com), has 30 years of experience working with the customer service industry, where he honed his talent for finding simpler solutions for common design products that made life easier. In addition to his work experience, Cromack is the father of seven children, so finding streamlined and efficient ways to do things is paramount if the household is going to run smoothly. His personal creed is also a dynamic feature of his work ethic. As a graduate of Valley Forge Christian College, Cromack imprints his education and his beliefs into his productivity by following the motto that responsibility comes with the gifts and talents that we are given.

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