

Tuggs, an Awesome Beach Experience

TORONTO, CANADA, December 1, 2014 /EINPresswire.com/ -- No matter what season it is we can think about warm weather and long summer nights. If it's warm and sunny outside, we would all benefit from a relaxing trip to the beach. In moderation the sun and activity are a huge boost to our overall well-being and help rejuvenate us. There are a few things which could be improved about these excursions though, not the least of which are keeping beach towels on beach chairs where they belong. Longtime Canadian inventor Teddy Fonger and his team examined the annoying problem of beach towels becoming dislodged and falling into the sand where they become dirty and uncomfortable. Four years of research has culminated in a product design to fix this issue. The end result is a soft super bungee with detachable end [clips called Tuggs](#) which holds beach towels in place while in use.

Ted has successfully developed, launched and licensed products in many different industries for a generation. This level of success has lent itself into making Tuggs an exceptional product. Tuggs is very user friendly and simple to use taking only a few seconds to attach. The design process was not nearly as simple. After a plethora of countless soft bungee & beach towel clip prototypes, design enhancements, functionality improvements and testing Ted's team has developed a very useful and innovative product. Tuggs consist of two clips with a bungee in the middle of it. Tuggs stay snugly in position once clipped, they are flat and are not at all cumbersome. They offer a safety feature by releasing out if the pressure gets too high on the clip so they will not break



under normal circumstances. Tuggs are made from the [highest quality recyclable plastic](#), are non-toxic and have their own UV protection. These clips can get a grip around almost anything both inside and outside of a home. When detached they work well as a chip clip or on a clothes hanger.

The Tuggs product is the perfect canvas for design customization. As such both individuals and businesses will be able to place the design of their choice on the clips. Individuals will be able to personalize their Tuggs with anything ranging from their favorite family photos and mementos to colorful scenic artwork which will stand out on the beach. All four sides of the Tuggs clip total 24 square inches of advertising opportunity for businesses. This is a unique opportunity for businesses to stand out with a very visual marketing space in a public venue.

At this time only a very small number of Tuggs prototypes have been manufactured, all in North America, as part of the pre-production process. This quality product is ready to move into full-scale production and it just needs the equipment and funding to build an inventory. There is a current [Kickstarter crowdfunding campaign](#) in place to assist with making this concept a reality. This campaign will be vital in building tooling and printing machines which will allow this stylish and useful product to hit the market. There are many crowdfunding rewards available for this campaign:

\$6 – A thank you and personal letter from Ted Funger

\$20 – Two sets of “your choice” Tuggs from a choice of stellar designs

\$40 – Early bird discount, His or her Tuggs tee shirts as well as two sets of “your choice” Tuggs

\$80 – Two sets of “special edition” Kickstarter Tuggs plus a “tote-ally” awesome beach bag plus a his or her tee shirt

\$150 – Two sets of “special edition” Kickstarter Tuggs plus six sets of “your choice” Tuggs plus a “tote-ally” awesome beach bag plus a his or her tee shirt

\$300 – Eight sets of “your choice” Tuggs plus two sets of “special edition” Kickstarter Tuggs plus 2 Tuggs “beach-worthy” towels plus a his or her tee shirt plus a “tote-ally” awesome beach bag

\$500 – 2 Tuggs Cozy Bathrobes plus a his or her tee shirt plus eight sets of “your choice” Tuggs plus two sets of “special edition” Kickstarter Tuggs plus two “beach-worthy” towels plus two “tote-ally” awesome beach bags

\$5,000 – Expense paid trip to Las Vegas as Tuggs launches its market research and customer relations program to identify and meet all the players in the promotional product industry worldwide. Tuggs will be showcasing their latest pre-production prototypes in Las Vegas for the PPAI EXPO 2015 at Mandalay Bay, January 15-17, 2015. Plus all of the other Tuggs swag.

About:

Tuggs (www.gettuggs.com) is a soft bungee & beach towel clip designed by experienced Canadian inventor Teddy Funger. Consisting of two detachable clips with a bungee in the middle of it, this versatile product is perfect for keeping beach towels in place or getting a grip on anything around the home including snacks and clothes. There is a current Kickstarter crowdfunding campaign in place to order to assist with the production of the Tuggs clips.

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Tuggs

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