

occasion you can find Dan there demonstrating his product and talking to the public. Local sales of the product are brisk according to Charmaine Thompson, owner of Celebrations by Georges, "It's exciting to see and hear of the success Dan is experiencing with Tidy Trays and I'm happy to be supporting his endeavor by carrying his product in my store."

Recent developments include Tidy Trays now being carried by 140 selected Rexall Drug Stores and Pharma Plus Drug Marts across Canada and the establishment of a distributor in the UK. Kerri Lister was surfing the web trying to find a high chair tray cover when she tripped across Tidy Trays' website. She was also a concerned parent with an infant son who was not content with how restaurants maintained the cleanliness of their trays, indicating "they would use either dirty cloths or harsh chemicals." She soon discovered there was nothing in the United Kingdom

like Tidy Trays and immediately contacted Dan to ask if he would be interested in taking on a distributor. Kerri recognized an opportunity, "As soon as I saw the website I knew Tidy Trays would be a hit in the UK; there was a definite gap in the market which Dan has filled!"

Dan's "big idea" was born from a father's concern for his infant daughter.

The response in the UK has been very positive and Kerri recently received her second shipment of Tidy Trays from Canada. "We will be exhibiting at the UK Baby Show in October with our main aim being brand awareness." Kerri boasts proudly, "We are planning a marketing strategy to deliver a shot to each inde-

pendent baby shop in the UK."

The future certainly looks bright for **Dream Big Innovations**, and with an upcoming article to be published in the July issue of **Today's Parent Magazine**, Dan feels the exposure is exactly what Tidy Trays needs to become a nationally recognized brand. With a circulation of approximately 215,000 copies and 1.8 million Canadians reading it each month it is certain that Dan is about to

embark on a journey where dreams do become reality.

Visit www.tidy-trays.com or twitter.com/TidyTraysUK



Lisa Sandham is an interior designer, home designer and freelance writer.