



## Unusual storage space Category: White goods

### MARKET

The Storage market is huge all over the world, from basic to premium – all kinds of storages exist, from plastic to complete fabricated frames to concrete work. Any new storage concept with a little bit of marketing and explaining the USP rightly will open up huge opportunity for the company.

Ref image.



### MANUFACTURING

It's made plastic, steels, rails, motor, assembly of the storage unit etc. It has to be installed.

### OBSERVATION / TREND / PROBLEM

#### Observation

- Old people, handicapped, short people, traditional ( those who don't let go old things ) keep a lot of things with them and often dump it on the overhead porch, used very sparingly.
- People often feel lazy to remove and keep back items that are heavy and stored away in higher up places in the home or offices.
- Storages of any kind is always in demand.

### OVERVIEW OF THE IDEA

The Product that we have designed is a unique storage that can storage small and medium items in higher up places. It can be designed for large storages but then the price of the whole unit increases tremendously. It is easy – partitioned and can be operated remotely.

### VALUE

Excellent for old people, handicapped, teens and people with small stature or less strength. Storage can be easily accessed whenever with ease and can be cleaned often – the use of the items therein would be often, than once a year event.

### VARIANTS

It can be made in a lot of designed and shapes, we prefer it to be cuboid in shape.

**Disclaimer:** The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

The reader must understand that this concept will be seen by thousands and hence the complete idea or sketch is not shown. The document is entirely a property of BRI INNOVATIONS pvt ltd and with the innovation store we intend to increase the innovation index globally by promoting mature and manufacturable innovative ideas.