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Area Business

Saturday, June 18, 2005

Local Briefs

Endless Embers' licensing deal to allow national sales

TOBACCOVILLE - Endless Embers LLC, a manufacturer of the KoalKeeper fireplace tool, said yesterday that it has signed a licensing agreement with HY-C Co. of St. Louis to make and sell the company's product.

Paul Marley, the tool's inventor and a co-owner of Endless Embers with his wife, Karen, said that the licensing deal makes the fireplace tool available in every U.S. region with an established sales force. It has been available in seven states, including five independent hardware stores in the Triad.

The Marleys began making and selling the KoalKeeper in 2003. It is a shovel-shaped tool with a grid that allows ashes to fall through while retaining the live embers. The embers then can be used to ignite a new supply of logs within minutes. Marley said that in 2004 the company sold more than 400 units, - starting at \$9.95 retail, which was four times the number sold in 2003.