

MEDIA

INFORMATION PACKET



Grip It ...

Control It ...

Dump It ...





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Manufacturers and
Distributors of



Ergonomic protection
while you work

February 2012

World Ag Expo
Media Representatives

Simply Dump It pivoting wheelbarrow handles

This is the first **major** change in the wheelbarrow since its recorded inception in 120 AD. ***Simply Dump It*** just happens to be ergonomic, durable, safe, secure and a benefit to professional contractors and the weekend DIY'er alike.

Join us for your own hands-on experience of this “gripping” product. We are located in **Pavilion C, Booth 3030**, the SW corner of the building.

In this packet you will find:

- [History and Uses](#)
- [The Story of ***Simply Dump It***](#)
- [Achievements and Awards](#)
- [Customer Comments](#)
- [Upcoming Events](#)
- [Consumer Information Piece](#)
- [Contact Information](#)

We look forward to showing you a product that you have never seen before and will impress you with its award winning features. It truly is a “dream come true”.

Making life simpler,

Mel and Suzanne Lulay

MAS Un Limited

History and Uses

The wheelbarrow was invented to move very heavy loads around since approximately 120 AD with very few additions or improvements. The **Simply Dump It** pivoting wheelbarrow handles are a major improvement for the users of a wheelbarrow. They allow the user to have a comfortable, secure grip when maneuvering the wheelbarrow. The patented pivoting action lets the user lift the load and deliver it in one smooth-movement without having to stop for those awkward hand-reversal changes that can cause loss of control during the lift. This gives the user better control of the load as they lift and empty, even heavy loads such as concrete, sod, sand, gravel or dirt.

The **Simply Dump It** pivoting handles provide ergonomic stability by substantially eliminating the weight-loading and rotation on the wrists and reducing the torque on the elbows and the lower back. For those commercial or agricultural users who operate the wheelbarrow on a daily basis, this provides a safer environment and eases the strain and feeling of overuse on the body. For the occasional weekend warrior user, the **Simply Dump It** handles provide an easier outcome without the feeling of having overdone it on their day off.



Installation of the **Simply Dump It** takes just moments on the wheelbarrows existing handles and are beneficial for the do-it-yourselfer, home gardener, livestock owner, agricultural worker, commercial contactor; including landscapers, roofers, masonry and concrete, maintenance workers and general construction.



The USA made **Simply Dump It** handles are superior when used on uneven terrain, especially when navigating on slopes and around tight areas such as construction sites, manufacturing work-areas, around corners, maneuvering down rows, through gates, and into stalls or aisles.

The nylon construction of the **Simply Dump It** handles afford the user to lift heavy loads with confidence, while smaller or lighter loads such as mulch or bark dust can be completed almost effortlessly.

The **Simply Dump It** is physician and physical therapist endorsed to help people reduce wrist, arm and back injuries when using these innovatively designed handles.

“...I wish I had the ability to have prescribed this device to the thousands of patients I have treated over the years!”

—Dr. Dennis Brittain - entire article can be viewed at www.simplydumpit.com

The Story of Simply Dump It

This 'Made in the USA' product was created to make work easier, safer and more efficient.

Inventor, Mel Lulay, has this to say about how the **Simply Dump It** came to be:



“One day, while pouring concrete, I had a full load in the wheelbarrow. As I went to dump the load into the forms I lost control while changing handgrip positions and spilled the load on the ground instead of into the forms where it should have been. The whole load was wasted. That evening I was thinking that there must be a way to prevent a load from shifting and getting away from me.”

“As I slept that night I was ‘given a dream’ of a product that could attach to my wheelbarrow handles. I woke and began fashioning a cardboard model of the **Simply Dump It**. By 3 AM my idea was in hand.”

In the morning Mel went to a metal fabrication shop and had a prototype made from the cardboard model. He brought them home and put them on to one of the wheelbarrows and began using them. They worked perfectly.

Mel says, “Every person we demonstrated them to, and let use them, wanted to know where they could buy a pair. The enthusiasm people have for the **Simply Dump It** keeps fanning our flame of excitement.”

This was the beginning of the journey in creating the “dream” of the **Simply Dump It** pivoting wheelbarrow handles.



The first weekend the Lulay's had the finished **Simply Dump It** product they attended a family reunion and brought their wheelbarrow along. Uncle Mike (far right in picture) asked Mel, “Where were these things 30 years ago when I was slinging concrete?” As family member Ed (lifting wheelbarrow) was trying the action of the **Simply Dump It**, Uncle Mike could not pass up the observation that “even the youngsters can handle these **Simply Dump It** grips.” They were an immediate success and caught the approval of the entire extended family.

Bringing this new idea to market has been a rewarding journey; mostly it has allowed the wheelbarrow users who have purchased the **Simply Dump It** handles to experience ergonomic protection while they work. Owners, Mel and Suzanne Lulay

have attended hundreds of consumer garden, construction, livestock and remodel shows offering this innovative product to the crowds that pass through the events. The response has been overwhelming from those who use the **Simply Dump It** handles. “When we go to a new location we have great sales to the consumers, but when we come back the second time we hear the ‘thank-you’s’ and ‘I need to buy some for my family member, neighbor, as gifts’ and so on” says Mel Lulay. Sales on the website peak several times throughout the year, especially Mother’s Day, Father’s Day and at Christmas.

Being awarded the Top-10 Honorable Mention award from the **2012 World Ag Expo**, and the **ErgoExpo** Attendee’s Choice Award in December 2011 has boosted the recognition for the **Simply Dump It**. Lulay says “We have been working hard to promote the **Simply Dump It** product so that we can gain the recognition for this new ground-breaking idea that brings safety into the general public’s hands. We know every wheelbarrow user deserves to feel safe and protected when they are working at their job or hobby, maintaining a yard, garden or caring for livestock. These handles are the answer to that need. We want to spare the body by providing the right tool for the job.”

Achievements and Awards

Oregon Governor’s Occupational Safety & Health Conference – GOSH Featured ergonomic product to keep workers safe in the field.

Shown for over four years by the largest Worker’s Compensation carrier in Oregon to agencies and businesses as an ergonomic tool with solid safety features that keep workers safe on the job and provide added protection to displaced workers being introduced to the field.



Ergonomics Exposition and Conference – ErgoExpo, Las Vegas, Dec. 1, 2011 Winner of the 2011 Attendee’s Choice Award



World Ag Expo, Tulare, CA – Feb 14-16, 2012. Top-10 Honorable Mention Award

[Read what others have to say about the Simply Dump It handles](#)

Hey! I bought my SDI at the Beachcomber's parade. I just installed it and it works better than I expected! I was surprised at the amount of control I had over a fully loaded wheel barrow in cornering and dumping. This device allows me to keep a strong grip on the handles in all positions. Keeping good control with the *Simply Dump It* hand grips reduces muscle and back strain. Great Job! **Robert v.**

I was rebuilding my front porch and was pouring concrete so the wheelbarrow with the new handles got a workout. All I can say is buy them. They work perfectly. They make the wheel barrow which is sometimes a little squirrely with a load in it Simply Wonderful. Thanks you guys. Wish I had them for the last 20 years of construction. **Vince M.**

As a 73 year old, home landscaper, who lives on a steep lot, I use my wheelbarrow to move everything down into my back yard - Until I bought the handles, it was always a chore to handle the heavy loads, as I had to hold the load back - Plus the path on which I use the wheelbarrow has switchbacks on it - This makes for changes of direction about 5 times or more - The handles really give me control for those and also I can hold the weight back with my hands in a natural position - My arms and wrists are not sore anymore after using the wheelbarrow - My landscaping projects are not little, I have built a stone circle, labyrinth, 8 fake rocks, and have also hauled over 3000 rocks of 50 or more pounds - The labyrinth alone was 12 yards of gravel - So its not just a small load of garden compost, once in awhile use.. I highly recommend the simple but excellent answer you have invented. **Gary K.**

(NOTE: Gary's back yard has been featured on Oregon Public Broadcasting - OPB)

I live in Salem Or., I was wondering if I could come by and buy a set before this weekend. My dad saw your info in the paper and I would love to get him a set for his B-day (it's this weekend). Also, if I could, I would like the chance to meet the inventor. I LOVE the thought of someone making their dream into a product. GOOD JOB! --Lance H.



Upcoming Shows ...

Pasco, WA	February 24-26, 2012	Regional Home & Garden Show
Clark County, WA	April 27 – 29, 2012	Clark County Home & Idea Show
Pittsburg, PA	June 12 – 15, 2012	INPEX – Invention and New Product Exposition



Simply dump it

PIVOTING WHEELBARROW HANDLES

Ergonomic protection while you work



Grip it...

Comfortable, secure grip that provides strength and stability in maneuvering.

Control it...

Never letting go of the handgrip provides ergonomic control in movement, cornering and delivery.



Dump it...

Easy placement and smooth delivery of the load, just where you want it.

www.simplydumpit.com

Simply dump it



PIVOTING WHEELBARROW HANDLES



- Ergonomical Design
- Physician Endorsed
- Durable Nylon Construction
- Fits Most Wheelbarrows

Improved useability for your yard and garden, stables, nursery, farm, construction and remodel projects, industrial or personal... anywhere you use your wheelbarrow.



"It's just that simple"

-Mel Lulay
Inventor of Simply Dump It



A product of MAS Un Limited, Salem, Oregon
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Order online now!



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