

DRAGONS DEN

Contestant has Last Laugh

An invention that was laughed off by sneering business experts on TV show 'Dragon's Den' is well on the way to making its inventor his 1st million. The STABLEtable is an adjustable plastic device for propping up uneven table legs and already it's attracting huge bulk orders from overseas – many from the restaurant trade.

Inventor Andrew Gordon was met with howls of laughter when he presented the STABLEtable to a panel of 'experts' on the popular TV show. Indeed it was even branded 'the most ridiculous idea' ever seen on the show. Proving that persistence and faith pay off in the end, Andrew persevered with the idea and is now seeing results: over £500,000 of sales, some exclusive clients, and advance orders from around the world. Even the big names in home furnishing and DIY are showing an interest.

Like so many of the best ideas, it came to Andrew when he least expected it – over a few drinks with friends in a local pub with a wobbly table or two propped up with the usual beer mat. A company in China manufactures the resulting STABLEtable and Andrew says he's had over a million hits to his website.

Andrew has spent nothing whatsoever on advertising, relying instead on word of mouth. Nonetheless, the exposure gained from the show has almost certainly helped.

The STABLEtable is a simple device consisting of eight plastic leaves of varying thickness – a simple yet effective solution to a timeless problem. The show is popular entertainment: would-be entrepreneurs have their ideas torn to pieces by a panel of potential investors although they can choose to invest in it for a cut of the profits.

A BBC spokesperson is quoted as saying "It is great he has stuck to his conviction about this product. Hopefully, this will encourage other inventors and entrepreneurs."

