



A Henkel Company

## What We're Looking For

Our needs are specific to our existing product lines, with preference given to patented inventions with working prototypes...

- Personal Care products and devices
- Laundry cleaners or additives
- Home air treatment products or devices
- Auto air treatment products or devices
- Carpet and upholstery treatments
- Household surface treatment or cleaning products
- Auto surface treatment or cleaning products
- Pet odor eliminators
- Novel packaging and dispensing systems
- Devices that simplify or enhance the cleaning or home freshening process



**Dial**  
ANTIBACTERIAL  
HAND SOAP



**PARTNERS IN INNOVATION**



**Dial. Bringing the Best Ideas to Market.**

# PARTNERS IN INNOVATION

## For Your Next Invention...Think of Dial First

Great ideas can come from anywhere. Now, more than ever, The Dial Corporation is seeking better and faster ways to bring great ideas to the marketplace. Our Partners in Innovation program is at the forefront of our initiative to partner with inventors and speed the path from invention to success.

Dial's philosophy is simple: Keep our eyes, ears and minds open, and reach out as partners to the inventor community. Dial has a good track record for supporting and working with creative minds, such as our recent 2004 "Quest for the Best" program in conjunction with the United Inven-



### About Dial

The Dial Corporation, headquartered in Scottsdale, Arizona, a wholly owned subsidiary of the Henkel Group, is one of America's leading manufacturers of consumer products, including Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners and Armour® Star canned meats. Dial products have been in the marketplace for more than 100 years.

tors Association and the Inventor's Association of Arizona. With the right partnership, Dial can help provide a more promising future for your invention. We're small, we're nimble, and we're



looking to our partners to help us gain a competitive advantage.

If you have a great invention—with a patent—we want to hear your story and assess the potential of taking your product to market. Visit [www.dialcorp.com](http://www.dialcorp.com) for more details on how to get started.

**"I have no special talents. I am only passionately curious."**

—Albert Einstein

### 1...2...3... The Submission Process

Dial's new Partners in Innovation website portal offers the best way to contact us and to find out more details: [www.dialcorp.com](http://www.dialcorp.com)

STEP

1

Log in and submit your patented product idea at [www.dialcorp.com](http://www.dialcorp.com)

STEP

2

Every submission to the website portal will be reviewed to determine whether there is the right business fit and partnership opportunity for both Dial and the inventor. A response will be sent in a timely manner.

STEP

3

If there is a potential business fit, The Dial Corporation will contact you to discuss next steps.

**"If you can dream it, you can do it."**

—Walt Disney