

## Mad Science: The British Inventors Show

Every year, inventors from around the globe gather in London to show off their latest creations, which they all hope will attract the eyes of retailers and related industries and become the next big thing.

Over 200 inventions are present; some seem sensible, some seem ridiculous and others you wonder why you didn't think of it first. With the famed British love for animals, it isn't surprising that many of the inventors are targeting the pet market; take the Happy Cat Safety Collar, a close-fitting cat safety collar, which, if becomes snagged on a tree for example, it can unwind to free the cat, avoiding entrapment and injury. Or, how about the Poopod - a simple invention, which eradicates "Britain's pet hate" and is a new take on the pooper scooper?

Other products target the healthcare industry, for example Hydroxycitric Acid; a new dieting product developed by the School of Environment and Natural Resources Science in Malaysia? Or the Magic Toothbrush, which claims to remove more plaque than other advanced tooth brushes? For concerned parents, Menitest - a home meningitis testing kit - aims to provide peace of mind from the comfort of their own home.

Other inventors aim to target the taste buds; Blooming Jelly, another offering from Malaysia, is a patented research product made from bitter gourd crackers that hopes to break into the health food market. On a similar vein, Bitee Crackers, a product made from dragon fruit skin, hopes to be a healthier alternative to traditional gum confectionary.

There are several products aimed at the home; the Imagine Speed Iron - the world's first powered iron - aims to speed up the process of ironing. Or, how about the insect fly trap - a new approach to ridding the air of unwanted bugs?

Many of the inventions have applications that are aimed at an industrial rather than consumer level. For example, Iranian inventors have created the "intelligent devise for controlling gas and oil process in refinery". Other offerings from the minds of global inventors include PinQy - "probably the smallest extinguisher in the world" - and a biodegradable rust removing agent that has been developed from the waste of a coconut milk processing plant.

But, even though the show attracts inventors from all over the world - including Malaysia, Croatia, Iran and Luxembourg - many of the exhibitors are home grown, having developed their ideas in bedrooms, workshops, garages and [serviced offices in London](#), Glasgow, Cardiff, and all around the UK.

So, whether you're a retailer hunting for the next big thing, or just keen to view some of the weirdest ideas out there, the British inventors show is a fascinating day out.

### About the Author

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