

Entrepreneur's Corner

A Little Guy Who Made It Big

by Leslie Coates

(NAPSA)—Can you turn your dream of success into a reality? Jim Scharf, a little guy who made it big, may have a pretty good answer to that: “If I can do it, so can you.”



Leslie Coates

Scharf, a 51-year-old farmer, knows the importance of supplementing income when times are tough on the farm. Many of us have also felt that same need—though probably not because of crop failures and the like—but were always stymied by how to pull it off.

Scharf wants to help *un-stymie* you.

See, Scharf's secret, way back in 1986, was to invent and secure the rights to market new products. I learned about this entrepreneurial dynamo after reading an article in a major magazine about him and some of his products. Among them—and bear in mind this one seemingly simple invention was an award winner at the USA Gourmet Show—is Ezee-Wrap 1000, a patented, refillable wrap dispenser that comes with a 1000-foot roll of plastic wrap that ensures that the user always finds the edge and uses only what's required. It can be mounted in the kitchen or anywhere plastic wrap is needed.

Intrigued, I decided to give Scharf a call myself, and it turns out he's now giving others the opportunity to start their own full-time or sideline businesses selling his entire line of products.

“They can sell them from their

home, at church bazaars, flea markets, or even at fundraisers,” he says.

Other products Scharf has the rights to include three different kitchen knives made of high-grade plastic material so they won't rust:

- The Bakeware Buddy, designed to cut without scratching non-stick bakeware.
- A Lettuce Knife that cuts lettuce and other produce without turning it brown, which is common when using a metal knife.

Scharf learned the value of supplementing income early in his life.

- A knife that's a safer way to cut a bagel.

Scharf also manufactures and owns the Heavenly Fresh Odor absorber, made from activated coconut-shell carbon granules, which many claim to be the most natural purifier known. It's perfect for refrigerators, freezers, gym bags and in the car.

Scharf's latest invention is Nona's Instant Lentils, which users say are to lentils what instant rice is to rice.

The business works like this. Scharf supplies these products at a wholesale cost and shares many of his secrets of how to sell them. You can become a distributor by purchasing as little as \$250 worth of products wholesale, and then sell them at a profit. The products are affordable, useful and some bring in repeat business.

For more information about this home-based type of business, call 1-800-MOR-WRAP (667-9727) or e-mail jim@ezeewrap.com.