



NAME
MALCOLM VICTORY

COMPANY
ROTAIRE

TITLE
**FOUNDER AND
MANAGING DIRECTOR**

WEBSITE
WWW.ROTAIRE.COM



PROFILE MALCOLM VICTORY



Malcolm Victory, 61 Years old from Malvern, spent his entire life working in graphics and design, but like so many others in the UK, he had never put money aside for his retirement.

In his early fifties, Malcolm decided to take decisive action to ensure that he was financially stable later in life. Putting his design skills to good use, Malcolm came up with an invention that was so simple, so effective and so widely applicable that he decided to stake everything on it. Malcolm says, "It was so blindingly obvious that I felt I could rely on my invention for my pension – which I had never saved for."

The Rotaire Dryline, as it became known, is a rain cover for a rotary washing line and the laundry hung upon it. Malcolm's product was borne out of thinking about a simple, cost effective solution to the age old problem of English weather ruining the ability to dry clothes outside. Thanks to the waterproof cover of the Rotaire Dryline and the ingenious mesh skirt which traps sideways rain, users can hang out the laundry whatever the weather is going to do.

With a unique, energy friendly and cost effective product, Malcolm patented the Rotaire Dryline within the UK, US and EU. "It is currently the only viable product in this field and people keep asking me why it was not invented before." Malcolm then set about understanding the 'business basics' needed to make his product a commercial success.

Malcolm equipped himself with a business

plan, marketing knowledge and an accountant and began to see sales come in through his website www.rotaire.com which to date have reached over 5000 units. Malcolm has received great customer feedback on his website, clients of the Dryline comment that they think the product is a superior, simple and a cheap alternative to tumble dryers.

There are big plans for the future of the Rotaire Dryline. Malcolm says, "I am in talks with a property development company to install the Dryline in Housing Association premises and new-build houses." Further Malcolm also has his sights set on expansion outside of the UK, "I have only sold small numbers abroad, Ireland is proving a very good market and I will set up distribution there, and I hope to sell into the continental EU and US markets as cash flow increases." Find out more about Malcolm's business at www.rotaire.com



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