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AREA COMPANY RECEIVES LOAN FROM BRADLEY UNIVERSITY
HEARTLAND ILLINOIS TECHNOLOGY ENTERPRISE CENTER

3R Products of Atlanta, Illinois recently was awarded a \$20,000 loan from the Bradley University Heartland Illinois Technology Enterprise Center (HITEC) to assist in the development of a new tool to be used in the auto-aftermarket industry.

The tool developed has unique telescoping, hooking and grasping features to assist laborers in the normal course of daily activities while providing decreased physical stress and injury on the job. Prototypes have been completed with testing initiated. Due to the large number of units anticipated, additional positions will be needed to support the new product launch.

“3R Products, Inc. would likely not be a company today if we hadn’t come into contact with Bradley University HITEC,” said Trent Rousey. “Nancy Wright, Dena Keenan and Shirley Dawdy have gone out of their way to assist us in everything that we needed to be successful, and thanks to being awarded this loan, we now have a patent-pending product that we expect to reach the market September 1, 2005. We could not have done this alone; it was a true blessing to come into contact with this organization.”

Bradley University HITEC is one of eight technology commercialization centers established through a grant awarded to the University by the Illinois Department of

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Commerce and Economic Opportunity (DCEO). The Bradley University HITEC team stimulates development and commercialization of advanced technologies through work with regional researches, inventors and entrepreneurs transforming intellectual property into successful commercial enterprises. The Center can make investments in the form of loans of up to \$20,000, funded by DCEO, to client companies to fund projects that will help them meet key business development needs.

3R Products will use the funds to support pursuit of necessary patent protection, market analysis, prototype development and marketing tools for the new product.

This is the fourth loan made to area companies by Bradley University HITEC since the Center was established in 2002.

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