

April 9th GRIN
Meeting



Best Strategies for Taking Your Product to Retail Market

Do you have a retail product but you're struggling to get it noticed on store shelves? Come to April's GRIN meeting prepared to learn packaging tips that will help your product stand out!

Fresh from the 2019 International Home + Housewares Show in Chicago (the largest in the world!), founding GRIN member, Joe Finkler will be sharing his takeaways from the event and samples highlighting the latest in packaging! As marketing trends change, the packaging is one of the most important aspects of the product. You have less than a second to catch the eye of the buyer. Your packaging is what sells your product.

Speaker Bio: Joe got his start as the co-owner of the "As Seen on TV" stores in Muskegon and Grand Rapids. He has bought and sold over 4,500 products for both retail and internet sales. Joe has been working with inventors and entrepreneurs for over 19 years. During this time, he helped found the Grand Rapids Inventors Network. He has also served as the president of GRIN, Muskegon Inventors Network and, most recently, the Michigan Inventors Coalition. Joe is currently serving on the advisory board for the Inventors Groups of America (IGA).

Please Join Us

Date: April 9th, 2019

Time: 6:00 pm

Place: GVSU Eberhard Center
301 Fulton W Room EC 201
Grand Rapids, MI 49504

****Admission is Free****

If you are not a current member,
you can attend one GRIN meeting
for free to learn more about the
network