



*FOR IMMEDIATE RELEASE*

## **AbsolutelyNew Licenses Multi-Purpose ConverTTable™ Furniture**

Desire for few furnishings inspires breakthrough table with many uses

**SAN FRANCISCO (April 8, 2009)** – [AbsolutelyNew](#), Inc., the consumer goods company that brings independent inventors' best ideas to market, has secured an exclusive licensing deal for Jerry Chrobak of San Diego. His ConverTTable™ will be manufactured by Southern Enterprises, Inc., which sells furnishings in leading retailers including [Target](#), [Kohl's](#), JCPenney and Sears.

**The ConverTTable is a unique hybrid in a sea of conventional tables**—it's a table designed with leg assemblies of two different heights so it can be converted easily for use as a coffee table or dining / card table. Simply align the leg assemblies one way for coffee table height, or another way for dining table height. This means:

- **Furnishing flexibility** and function like no other.
- **Money-saving** multiple tables in one.
- **Innovative design** for convenient height conversion.

A person who likes open space, Chrobak came up with his simple but ingenious idea when settling into a new home. He didn't want a coffee table *and* dining table in his great room. Yet he wanted a coffee table for daily use, and a dining table for entertaining and playing cards and games with family and friends.

So the now-retired airline employee designed an adaptable table. It fit his needs so well that, after finding nothing else like it, he patented his table in 2000. He was especially determined because he'd seen several of his previous ideas—ideas he didn't pursue—later developed and commercialized by others. **"I committed to pursuing this one, and I did,"** he proudly proclaimed.

The ConverTTable creator next sought outside help. "I always knew it was a good idea, but I also knew I wasn't aware of all the intricacies of developing and pitching it to giant companies," he said.

Ultimately, AbsolutelyNew secured him a licensing agreement after two companies he'd previously hired were unable to do so.

"This licensing agreement is the result of a significant, concerted effort by our team," said Richard Donat, AbsolutelyNew's CEO. "We're pleased to help this

client usher his idea to market, while also laying a strong foundation for more potential licensing agreements with Southern Enterprises in the future.”

Southern Enterprises is now starting to make production samples of the ConverTTable, in a variety of materials, with aim to start selling the breakthrough product within six months.

ConverTTable images available upon request.

**About AbsolutelyNew, Inc.**

AbsolutelyNew is the consumer goods company that finds and drives to market the most innovative products from the world’s inventors. The company has helped thousands of inventors bring their ideas to life. Products in its portfolio span a wide range of categories, and can be purchased in stores, in catalogs, online, and on TV. Headquartered in San Francisco, AbsolutelyNew is privately held, with venture capital backing from Artiman Ventures. For more information, please visit [www.AbsolutelyNew.com](http://www.AbsolutelyNew.com).

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