

Re-pressurizing Tennis Balls

The effective life of a tennis ball for the average user is about 3-5 weeks. Tennis balls are pressurized to increase their bounce and the purpose of a pressurized can is to ensure that the balls stay fresh until the can is opened. If the balls are kept in a pressurized unit, they can be used indefinitely without consideration for material wear.

Existing Products

(Unique Restore Tennis Ball Pressurizer, Revive Ball Restorer, Tennis Ball Saver)

Cost: \$10-20

Operation: User manually applies pressure by screwing seal onto the container

New Concept Requirements

- A simpler, better, more convenient product

- A) New lid...fits most standard-size tennis ball cans
 ...is cheap to manufacture
 ...is simple to use
 ...is durable

Or

- B) New ball manufacturer's can...is capable of re-pressurizing balls
 ...is comparable in cost to traditional cans

Market

- About 20 million tennis participants in the US
- Close to 100 million tennis balls sold annually

Name.....phone.....e-mail.....degree.....graduation year