

Invention Profile

Micky Ha Ha™

Inventor Objective: Seeking to expand distribution
IP Status: Standard Provisional AU2003203800
Development Stage: Product available for sale and distribution

The Micky Ha Ha™ Power Point Safety Cover was invented by Melbourne mother of four, Catherine Hovenbitzer, who needed to devise a way of preventing her young children from playing with live power point switches and pulling out plugs. Frustrated when not able to find a suitable product on the market Catherine designed the Micky Ha Ha™, a transparent plastic cover, which fits over power points, preventing access to live outlets.

Although primarily designed as a child safety product the Micky Ha Ha™ can also be used in the workshop or workplace - wherever the prevention of access or accidental unplugging of power leads is required.

The cover is easy to install and can be either attached temporarily using adhesive strips or permanently affixed to standard power point covers using screws.

Following 18 months of product development and lodging a patent application Catherine struck a licensing agreement for her new invention with manufacturing company, Special Patterns (Vic) Pty Ltd. The Micky Ha Ha™ is now at the forefront of child safety products for electrical power point covers.

The product is available nationwide through retail outlets including hardware giant, Bunnings Warehouse, a range of specialty baby goods stores, pharmacies and Kidsafe, the Child Accident Prevention Foundation of Australia.



For more information and trade inquiries please contact Catherine Hovenbitzer at Special Patterns (Vic) Pty Ltd on +61 3 8587 4800 or visit the Micky Ha Ha™ website at www.mickyhaha.com.au.