



Tape Measure Anchor Inc.

Clamp it, Anchor it, Measure it



Technology Overview

Overview

One of the most common activities in commercial and residential job sites is measuring. Quite often it is a two-man job to take accurate measurements. Construction workers are in need of a simple product that could improve efficiency and accuracy on the job site. To compliment your tape measure, the Tape Measure Anchor provides a stable anchoring point for the end of the tape measure and is a perfect addition to your toolbox!

The Tape Measure Anchor helps alleviate labor and accuracy problems by holding the end of a tape measure hook in a specific position and desired location. The spring clamps to materials from 1-1.5" thick and positions the tape hook at the inside face. Additionally, a 360° rotation enables a single worker to attach the clamp and then make multiple measurements from a desired origin point. Leaving the clamp in place improves accuracy, efficiency, and repeatability of measurements throughout the layout process. Inexpensive cost will allow users to own multiple unites further increasing layout accuracy and efficiency. This simple and easy to use product will help save time and costly errors in construction, surveying, home improvement, landscaping and engineering.

Marketplace

The U.S. and global market for hand tools has been growing driven by positive trends in the construction industry, and by consumer demand for ergonomically designed products. The global hand tool industry grew an average of 6.3% from 2007 to 2013. In the U.S. hand tools market alone, dollars spent on tape measures is a close second to that of screwdrivers which has a 17% market share.

Almost everyone has used a tape measure at one point in his or her lifetime. Since the first steel tape measure was introduced in 1895, there have been thousands of tape measures sold in the US alone each year with many construction professionals owning more than one. Can you imagine anyone without a tape measure? Both professionals and DIYers rely on the accuracy of the measurements provided. Our Tape Measure Anchor can easily avoid inaccuracies in measuring that can result in costly delays, such as having to tear up a misaligned foundation in the construction process. There is no other product that has been designed so simple that a professional in the construction industry and a DIYer can both use and will anchor to any tape measure in the marketplace.

