

The Post-Standard

Affiliated with Syracuse.com

FINAL EDITION

© 2005 The Post-Standard

TUESDAY, AUGUST 30, 2005

SYRACUSE, N.Y. 50 CENTS

America's Most Colorful Newspaper

A Drop of Inspiration

Entrepreneur invents Bottleneckless to catch wine drips

By Bob Niedt
Staff writer

Rogue droplets of wine that once attacked tablecloths, countertops, carpets and more are being corralled with an invention by a Fayetteville resident.

Cindy Paikin has developed and is marketing Bottleneckless, a decorative device that hangs like a medallion around a bottle of wine (or gourmet vinegars and oils). A drip collar, which is an absorbent cord, on the Bottleneckless captures errant drops when wine is poured from the bottle into a glass.

"It's been a lot of hard work, but really a very rewarding experience," said Paikin. "I am not a salesperson and the product has sold itself to retailers."



Dennis Nett/Staff photographer

CINDY PAIKIN invented a device that keeps wine droplets from falling on tables. "It's been a lot of hard work, but really a very rewarding experience," said Paikin. "I am not a salesperson, and the product has sold itself to retailers."

Paikin created the prototype of Bottleneckless the way a lot of things get invented: over drinks, with friends. But unlike a lot of great ideas that come from party talk, this one simply put, a decorative drip catcher appears to be getting notice.

"We have it placed in a number of locations in the area, some stores, some of the vineyards in the Finger Lakes

region and right across the state, from a store in Amherst, near Buffalo, to a small boutique in Cambridge, near the Vermont border," said Paikin.

Local stores carrying Bottleneckless include The Red Geranium in Fayetteville, Harbor View Liquors in Syracuse, Manlius

CONTINUED ON BACK

Inventor applied for a patent

CONTINUED FROM FRONT

Liquors, Westvale Wines & Liquors, Bosco's Discount Liquors in Camillus and Deckers Wine & Spirits in Fayetteville.

Suggested retail price for Bottleneckless is \$15.95.

Paikin traveled to trade shows in Watkins Glen and San Francisco and pitched the product, where enthusiasm has been high, she said.

It's been an unexpected journey.

"I think when you start out on the path you aren't quite sure where it will take you. You have to go with the flow," said Paikin. "Basically, I thought it was a neat idea and we should get it out there."

Paikin said the idea for Bottleneckless started when she and her husband, Mark, were with a group of friends at a small party at Paikin home in Fayetteville in 2002.

Throughout the evening, Paikin found herself wiping up red wine drips lingering on the table and the bottle.

At one point, Paikin picked up a piece of string, made a

slip knot and put it around the neck of the bottle as a potential drip catcher. It worked.

Paikin joked to her husband and friends that she was now the inventor of a new drip collar.

Over the next few days, the collar stayed on the bottle and Paikin got more ideas, she said. One became the Bottleneckless: a decorative medallion laced with an absorbent cord.

Then came the research. The Paikins visited wine and gift shops to see if there were similar products. They found none.

The invention evolved, with a patent application and a primitive prototype carried to a patent attorney.

Paikin also started working with the Central New York Technology Development Organization and the Onondaga County Office of Economic Development. She created a company, Cynmark Designs, and a Web site, www.bottleneckless.com, which is still under development, for online sales.

Then it was show and tell. Paikin has hit the road visit-



Dennis Nett / Staff photographer

THIS DRIP COLLAR catches errant drops of wine when hung on a bottle.

ing wine and gift shops and pitching the product.

"It's been a long road," said Paikin. "I worked in medicine my entire life and had no idea where to begin. I started by buying and reading several books, and continue to do that. I've had to learn about starting a business, manufacturing, legal issues, distribution, sales, retail, you name it."