

INSIDE LOCAL BUSINESS

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LOCAL BEAT

INVENTIONS

New Pint Pal keeps your hands warm, dry while eating ice cream out of the container

WEST PALM BEACH — Think those late-night eating sessions some people indulge in are a waste of time?

Not for Joshua Braunfeld, 29, a former New York investment banker who in high school worked as a Publix bag boy in Broward County. Just a year ago, his midnight indulgence in a pint of Ben & Jerry's Chunky Monkey ice cream resulted in a brainstorm for a new product.

What he came up with was Pint Pal, a flexible holder made of neoprene, the same stuff used to make diver's wet suits. The holder cradles the pint so that the person pigging out can have warm, dry hands while eating cold, fattening treats.

The Pint Pal, now available at Eckerd, Winn-Dixie and Albertson's stores, is expected to be in Publix in late May. It sells for \$3.99.

Braunfeld, whose in-laws live in Boca Raton, was in town last week to promote his product, and says, "There are 20 million consumers that eat pints."

"It's not laziness. It is the preferred method of eating a pint," Braunfeld said. "Fifty percent of people — I call them 'pinters' — eat directly from the pint at the beginning. At some point, 75 percent of people surveyed said they eat from the pint."

Sounds good to Suzy Reno, market manager for Roanoke, Va.-based RBX Industries, which has already shipped 30,000 Pint Pals.

"It is a very unique product in the marketplace," Reno said. "That uniqueness certainly caught my interest."

— Susan Salisbury

Palm Beach Post Staff Photo

Joshua Braunfeld, a former New York investment banker, is the inventor of Pint Pal, a holder made of neoprene, the same stuff used to make diver's wet suits. The product is available at Eckerd, Winn-Dixie and Albertson's.

