

BUSINESS

Inventor had a 'eureka' moment on Central Line

An inventor and entrepreneur who had a eureka moment while sitting on a Central line train has launched a new accessory for music-loving children.

Jason Palmer, 44, of Hamilton Avenue in Barkingside, is the creator of Qbees, which are designed as a way of personalising headphone cables.

They are made up of three plastic snap frames with interchangeable images, with a target market of six to 10-year-olds.

Describing the moment he came up with idea for the product in 2009, Mr Palmer said: "I was sat in a stationery train in Leytonstone station and I saw a group of children sitting in front of me.

"Each boy and girl was very individually dressed, all making their personal fashion statements, but they were all wearing the same white earphones, then it hit me, wouldn't it be fun to decorate those cables?"

However, the project was shelved for three years due to costs.

But with the emergence of 3D printing Mr Palmer, who has worked in the travel industry since 1987, launched the project again.

The father-of-two said: "With this new technology I had the potential to prototype the Qbees, but at a fraction of the 2009 cost.

"For the last two years has been a



Jason Palmer

lot of blood, sweat and tears as I have been juggling a full-time job and this as basically an evening hobby.

"I started doing extensive market research and kids love the concept and say they have never seen anything like it, it is a completely new concept.

"It was a long process and finally we are able to start selling and I am excited, this product has potential and the next six months will be crucial."

The product was launched last month.