

# Enthusiasm DRIVE

It's incredible what a little resourcefulness and determination can do. Cabinet Maker talks to Jim Thomson, start-up business owner who came up with the innovative Gidgit™ bracket to transform damaged cabinet frustration into a thing of the past.

We all know that moment. You know it's broken but you fear the time and expense involved in fixing it, so you scroll down your mental list of heroes wondering if you know anyone who can assist with your DIY glitch. Enter Gidgit™.

In July 2017, Jim Thomson encountered a DIY problem at his home. While installing a washing machine, a nearby cabinet broke off its hinge. But after trawling the five B&Qs in the near vicinity of Jim and his partner's Oxfordshire home in search of a mechanism to help, not one of the big name stores could solve the problem. So, instead of forking out hundreds of pounds to replace the cabinet itself, Jim designed a suitable solution. Hey presto, Gidgit™ was born!

Gidgit™ is a concealed hinge repair kit, which aims to save immense frustration and expense by attaching to an existing damaged cabinet carcass. It's a small piece of kit but one capable of making the big problems of a damaged cabinet door disappear (with a drill or screwdriver to hand). Jim Thomson, a man with a problem-solving brain, took his CAD work and 3D print of the design to an injection moulding company to enquire about production costs. "They're the ones who encouraged me. They were working for other companies, producing products for DIY and they encouraged me to turn it into a real product and bring it to market. So that's what I'm attempting to do," Jim says.

Primarily, the cabinet-saving gadget is sold online through Amazon, and has already garnered interest from all over the world. Interest that is still growing. The product is suitable for cabinets in kitchens, bathrooms, living rooms, dining rooms, offices and even boats. Despite being a newcomer to the

components market in October 2017, it's already been shipped to customers all over Europe, and even as far as the United States and Canada. "Funnily enough, we get a lot of interest from North America," says Jim. "We get more interest from there than we do for the UK. Most of our sales are coming from the UK at the moment, closely followed by Germany and France. Customers in America who've bought the product, they've paid more for the shipping than they have for the product, but I think people are willing to pay that. If it's going to cost £500 to replace a cabinet just because you broke one door, then people would rather fix it themselves."

The business is currently a small outfit, consisting of Jim and his partner, Helen, who assists Jim with sales. The injection mould company Jim approached initially about production costs also provide the plastic as orders increase. Although he says the product receives a lot of attention, through minimal marketing and advertising, the real objective is to expand the project and get the product into retail stores such as B&Q and IKEA, as it's still only found online. To assist with this, he has also designed new blister packaging for retailers, as the current packaging is intended for mail order and isn't retailer friendly. The public has expressed interest via the company's website and Facebook page, enquiring about future availability at stores such as Screwfix and Toolstation. However, since approaching Kingfisher and Screwfix about adding Gidgit™ to their shelves, Jim says progress is slow when talking to the bigger companies. "They might be excited about new products, but I think there's a reluctance on their part when working with new companies. It's sad because it's not just a good product; it's one that they could make money on."

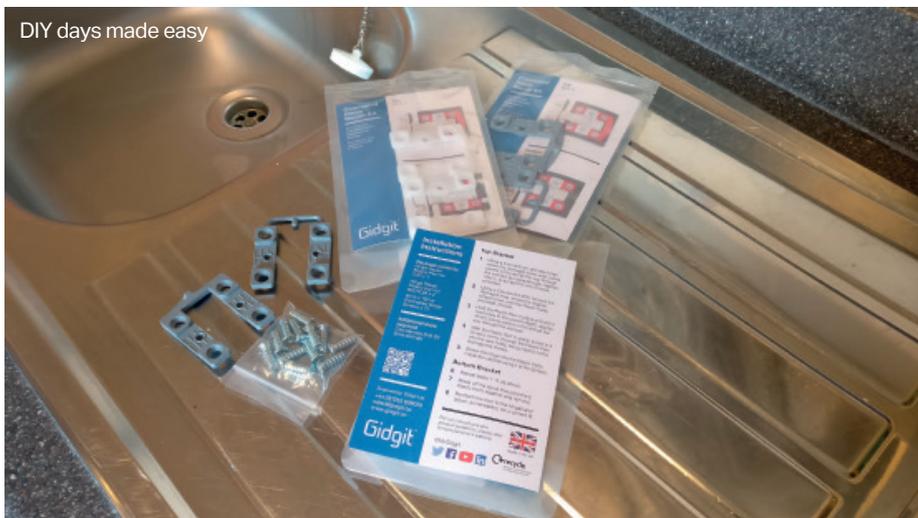


Gidgit™ is a Concealed Hinge Repair Kit



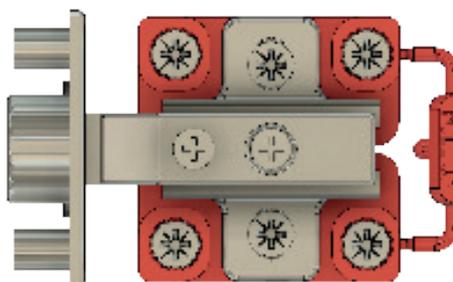
with this. Success for us means getting it into one of those big stores."

Despite these initial teething problems with retail outlets, the doors won't be swinging shut on this business venture. Far from it. Just like the solution sought at the start, there's always something or somewhere suitable. Later this year, Jim is taking his business to pastures new, where kitchen cabinets will be stocked with bottles of delicious French wine and the fridge will house packets of Brie and Gruyere. He's not exactly kicking and screaming about it either. Well, who would be? Avignon, in south France, is the favoured business destination and 'can-do' culture. "They're very enthusiastic about the product and they want the business. It's one that could have a very high turnover, just by the very nature of the economics involved in it.

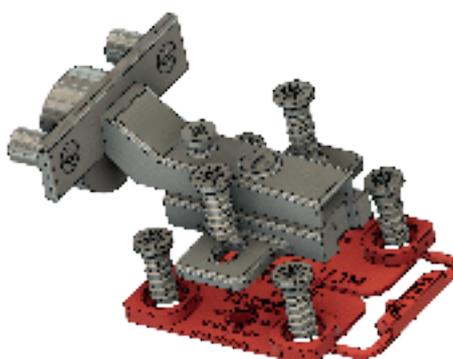


"In general, they've always been very enthusiastic about new things. We're going to retain the company in the UK to do business here, but France will be our world headquarters. It will always be a British product, because that's where it was invented, but we're going to be based out in France, somewhat for personal reasons, but also because we can't get the assistance in the UK. There's very little enthusiasm here for new stuff; whereas in France, they like what I've done so far, and they're actually willing to introduce me to people to help the business actually get where it's going."

"IT WILL ALWAYS BE A BRITISH PRODUCT, BECAUSE THAT'S WHERE IT WAS INVENTED."



Above: Gidgit™ assembly  
Below: CAD design



After such an innovative idea stemming from a seemingly mundane problem such as a broken cabinet door, there's an inevitable curiosity regarding further DIY resources. "I would like to see Gidgit™ develop. We've been asked by a number of people if we could design brackets for other types of solutions as well, but we're not going to invest in anything else yet until we see some success

So, when one door closes (or, ahem, breaks off its hinge), lots more doors open. A life changing experience, you might say? "Well, I've already got a funny accent! But you can't beat the food, the wine, and the weather of course!" says Jim. 

 [www.gidgit.co](http://www.gidgit.co)