



## **For Immediate Release**

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### **Team ComposiMold Takes Honors in Entrepreneurial Challenge**

**(Durham, NH)** From a pool of 47 teams, Jason Norton (Sidney, Maine), Michelle Piro (MA), Coleman Connolly (MA), and Advisor Howard Allen were awarded second place in the University of New Hampshire's Whittemore School of Business and Economics Paul J. Holloway Prize Competition. The ComposiMold team was awarded \$7,250 in prize money and a free website design update through PixelMedia (Portsmouth, NH). The final awards were selected after a 30 minute presentation on May 13, 2009.

The team proposed to market a unique reusable molding and casting material, ComposiMold that is being manufactured in Manchester, Maine by Wizbe Innovations LLC. The ComposiMold mold making material is currently available through [www.ComposiTherm.com](http://www.ComposiTherm.com). The team plans to provide the ComposiMold in a starter kit that contains all the necessary ingredients to begin making unique molds and castings for artisans and at-home crafters.

Examples of applications that have used ComposiMold include molds for making jewelry, model railroads, body parts for action figures, and art sculptures. The reusability of the ComposiMold has provided a low cost method for art teachers to teach mold making in classrooms.

The University of New Hampshire senior, Jason Norton said it this way "Our success in the Holloway Competition is very exciting. It was made easier because what we were offering as a product had many tangible benefits for the mold making community. ComposiMold is one of the easiest mold making materials to use and responses from current users has been overwhelmingly positive."

The Holloway Competition is designed to stimulate entrepreneurship. Open to all UNH graduate and undergraduate students who have a proposal for bringing an innovative product or service to market, the competition helps students gain first-hand experience in commercializing new products and services.



Coleman Connolly, Michelle Piro, Jason Norton, and Howard Allen



ComposiMold Team: Coleman Connolly, Michelle Piro, and Jason Norton