

CLEVERSTIX

CHILD DEVELOPMENT CUTLERY

Designed to help children improve their eating habits, CleverstiX help to make meal times a far less stressful situation, while improving fine motor skills and dexterity.

Kevin North discovered CleverstiX when visiting his partner's family in South Korea. He saw how popular they were and was interested to see that they were not only marketed as 'Training Chopsticks' but more so as an aid to rapidly evolve brain development, handwriting, co-ordination and fine motor agility. They brought some back as gifts for friend's kids and following some excellent feedback from them, Kevin decided to look into distributing them in the UK. Here he shares the benefits of CleverstiX in more depth:

"We thought they'd make cool presents for our son and for my friend's kids back home so brought a few pairs back to the UK. We didn't think much more of it until days and weeks later our friends were independently coming back to us with incredible feedback: how much their son/daughter loved their 'sticks', how they insisted on using them at every meal-time, how enthusiastic they were now about eating, even how they wanted to use them to play with as a toy – for picking up Lego and other objects. Many were asking where they could get more of them and almost begging us to get more because their child's brother or sister were jealous and always fighting over them!"

"The reaction got me more interested in the product so, on a subsequent trip to visit the



in-laws I brought a few more back to the UK to list on Amazon and eBay, simply because they offered a well established mechanism to gather customer feedback and ratings. I was excited to find I had similarly enthusiastic opinions with five star ratings from almost every review."

HOW WERE THEY DEVELOPED?

CleverstiX are a special ergonomic design based on four key features:

1. The shape of a young child's hand.
2. Finger Rings. Kids instinctively find it natural to use their fingers (and often therefore find other forms of cutlery unnatural to use). Therefore the product simply fits like an extension of the fingers.
3. No Spring Back. We found that nearly all other tweezer grippers or similar products were spring-loaded with a very limited degree

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of movement that meant that kids were only exercising the closing movement before the tweezers sprung back into place! In contrast we found CleverstiX were far more intense in fine motor development because they exercise flexion and extension by demanding control of both the closing and opening movements from a maximum of 70 degrees.

4. Wide Tips. Unlike, for example, chopsticks, CleverstiX have larger flat surface area contact points, so they are suitable for all types of food and cuisines – or even for playing fine motor skill games with various non-food objects as many of the OTs we supply have been doing.

WHO CAN BENEFIT FROM USING CLEVERSTIX AND HOW?

Parents and teachers who want their children to rapidly develop their pincer dexterity and improve their eating habits. As it states on our packaging: "Enjoy less mess and quieter mealtimes as little ones have fun using intense focus to dine without distraction!"

CleverstiX are particularly beneficial for youngsters who struggle with fine motor skills or are easily distracted from their meals. Kids see CleverstiX as a toy but they also demand concentration in order to be able to actually pick up their food, thus creating new engagement with what they are eating. All the while hand strength is advanced so they can

successfully use a knife and fork when they later return to them. CleverstiX also teaches good digestive habits by limiting eating to a healthy pace.

WHAT FEEDBACK HAVE YOU HAD FROM USERS?

We initially launched in the general market (at the Science Museum), however we received more and more feedback from parents of children with special needs - particularly Dyspraxia/DCD and some forms of autism/ASD – which led us also to the SEN market.

We became really keen to have the SEN benefits of CleverstiX verified by expertise so we contacted the Dyspraxia Foundation charity for advice. They connected us with some occupational therapists who could evaluate the product. Since then the results of these assessments have been pretty amazing. We've received written endorsements from not only professional OT establishments such as Skybound Autism Therapies and OT for Kids, but



also from CPD coaching specialists Dyspraxia Education and a glowing review from the National Handwriting Association that also appeared in their journal. ■

For more information on CleverstiX call 020 3 1433 845 or visit www.cleverstiX.com.

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