



LOVELL SHOVEL™

ROTATING GRIP

EASIER - SAFER - FASTER

LONG POSITION

- By extending the shaft and rotating the grip, you'll stand upright and use gravity and leverage to your advantage.
- Just lean forward. Let the shovel do the work.
- Your back and shoulders will thank you.



SHORT POSITION

- Keep the shaft retracted and rotate the grip - you'll feel the pushing power.
- Unlike traditional shovels, the Short Position places your shoulder and wrist in safe, neutral positions.
- You'll finally use your body as it was designed.

D-PLUS GRIP

- In the Long Position, the D-Plus Grip's "wings" cup your shoulder, creating a comfortable and secure anchor point.
- In the Short Position, the grip facilitates power and control.
- Of course, you can use it like a traditional shovel, too, but what's the fun in that?



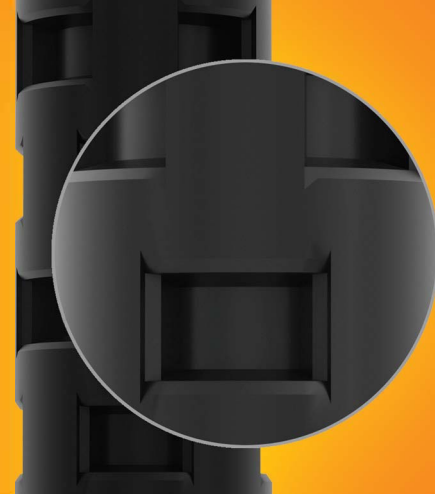
SIMPLE BUTTON SELECTOR

- The simple design makes switching positions fast and intuitive.
- The rock-solid, stainless steel plunger is extremely durable and locks the shaft and grip in place.
- You'll quickly and easily extend, retract, and rotate on the fly.

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LOCKING SHAFT RIVETS

- Innovative chamfers guide the plunger into shaft rivets so you're never searching for the right spot.
- The many shaft rivets allow the D-Plus Grip to be oriented at 0°, 45°, 90°, and 135° from square, and the shaft can be extended or retracted as desired.
- Deep and precise rivets ensure you're locked in tight - until you're ready to switch positions.



BROAD PATENT PROTECTION

- U.S. Patent 10,161,092 protects the Lovell Shovel's Intellectual Property and allows IP licensees or purchasers to utilize a multitude of telescopic and rotational adjustment mechanisms.
- The patent protects the utility of extension and rotation of a shaft and grip for the purpose of improving shoveling ergonomics, regardless of adjustment mechanism.
- From the Simple Button Selector and Locking Shaft Rivets depicted in its current form, to collars, clamps, and cams, a Lovell Shovel Intellectual Property licensee or purchaser is free to innovate.



CHRIS LOVELL FOUNDER AND INVENTOR

Chris Lovell is a native North Iowan. In 2015, he and his wife returned to their hometown of Clear Lake, IA after spending a few years in Texas. Missing the mild, non-snowy winters of the South and becoming frustrated by the difficulty and lack of utility of his traditional snow shovel, Chris invented, patented, and developed the Lovell Shovel – the easiest, safest, and fastest shovel out there. In addition to his work as an inventor and entrepreneur, Chris is the Assistant General Manager of a telecommunications service provider. Outside of work, Chris enjoys international missions, the outdoors, fitness, golf, and spending time with his wife, two-year-old daughter, family, and friends.

SEEKING INTELLECTUAL PROPERTY LICENSEES OR PURCHASERS

The ergonomics sector continues to grow, and consumers spend hundreds of millions of dollars on new snow shovels each year. The opportunity for market success - and for millions of people's lives to be enhanced - is huge.

That is why The Lovell Company is seeking Intellectual Property licensees or purchasers to bring the Lovell Shovel to the masses. With a low cost of manufacturing and the ability to retrofit any hollow-shafted snow shovel, the Lovell Shovel can cost-effectively enhance an existing product line or form a new line of its own. Plus, the Lovell Shovel's broad patent protection allows licensees or purchasers the freedom to innovate and the peace of mind to know their investment is protected. Interested parties can contact The Lovell Company by email at info@thelovellcompany.com, by mail at 107 North Fourth Street, Clear Lake, IA 50428, or on the web at www.lovellshovel.com.

WWW.LOVELLSHOVEL.COM

**THE
LOVELL
COMPANY**

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