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Subject:Rap strap

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## RapStrap

Pitched by Andy Harsley - 7th October 2008  
Series 6 : Episode 4

### **Andy Harsley secure a £150,000 investment from Duncan Bannatyne & James Caan for 50% of his company.**

He still lives with his parents and has bemused friends by spending 20 years perfecting a tiny plastic strap. But inventor Andrew Harsley has had the last laugh after a £36m deal has made him the biggest success story yet from TV show Dragons' Den.

Viewers of the BBC2 programme watched Mr Harsley secure a £150,000 investment for the 'Rapstrap', a reusable polyurethane band that can tie up bin bags, cables, plants and saplings.

Now, one of the world's leading plastics distributors has ordered 1bn of the plastic straps, which have been billed as the 'next generation cable tie'.

Over the next three years, the deal will net £36m for Mr Harsley and Dragons [James Caan](#) and [Duncan Bannatyne](#), who made a joint bid for 50% of his firm.

The 35-year-old, from Grantham in Lincolnshire, said: 'I am over the moon. This has changed my life.

'When I first came up with the idea, I could not believe someone else hadn't thought of it. There's a lot of waste with the nylon cable tie. The Rapstrap does the same job but is four times more effective in terms of cost and wastage.

'We are using as many nylon cable ties as we are carrier bags in the UK, so that is a huge amount of plastic going into landfill each year.

'It is not a sexy product but it taps into the environmental issue, which a lot of big companies are taking seriously.'

Although Mr Harsley first came up with the idea when he was a teenager putting out the rubbish, it was only after university that he began seriously to research and develop the Rapstrap.

Mr Harsley, who survives on just a few hundred pounds each month, has lived with his parents Gillian and John in their £110,000 semidetached house in Grantham for the past 14 years.

He said: ‘My personal life – marriage and children – has suffered because I put all my energy into this. Everyone has been supportive but it has taken a frustratingly long time to get things off the ground.’

However, the entrepreneur has no plans to treat himself with his new fortune. ‘I’m not going to spend it on cars or anything,’ he added. ‘I just want to build up the business.’

Mr Caan said last night that the Rapstrap had the potential to be as successful as ‘Cat’s Eyes’.

‘I always find the simplest ideas tend to do very well,’ he added. ‘It’s a simple one but the point is no one else had come up with it.’

# FROM DRAGONS' DEN .COM



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retweet

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