

Dragons' Den entrepreneur Neil Westwood goes back to school - Magic Whiteboard a runaway success in schools and colleges

Submitted by: Magic Whiteboard Ltd

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Education specialists visiting the BETT Show (<http://www.bettshow.com/>) at EXCEL in London - taking place from January 30 to Feb 2 2013 - might see a familiar face from TV on Stand B222. Neil Westwood (<http://www.twitter.com/magicwhiteboard/>), Managing Director of Magic Whiteboard (<http://www.magicwhiteboard.co.uk/>) is the entrepreneur who won £100,000 of investment from Deborah Meaden and Theo Paphitis on BBC TV's Dragons' Den in 2008. He will be there with his apprentice Harry Allen demonstrating his clever and convenient 'magic' products.

While working as a hospital trainer, Neil Westwood developed a re-useable, re-stickable, statically charged flexible Whiteboard, that helped him map out complex problems in a graphical form. Magic Whiteboard (www.magicwhiteboard.co.uk) automatically sticks to any hard surface, presenting an ideal film to write on, eliminating the need for heavy easels and flip charts. The surfaces can be drawn upon then wiped clean and re-used.

A broad range of educational presentation materials will be on offer on a 'buy one get one free promotion' including Magic Whiteboard in two formats (A1 x 25 sheet roll at £32.90 and A4 x 20 sheets at £ 9.99), new Erasable Magic Sticky Notes (50 sheets for £4.99) plus Magic Blackboard (A1 x 10 sheets at £29.99 and A4 x 20 sheets at £9.99). The Blackboard sheets work with chalk markers (£6.99) while all of the others work with dry markers (£5.99).

In addition, there is Magic Blackout Blind, a temporary blackout window covering, that helps reduce unnecessary light in classrooms, so that teachers and students can see the interactive whiteboard better (10-sheet roll at £33.00). The Blackout has been recommended by Which?, Good Housekeeping and the Oprah Winfrey show.

Neil Westwood is a believer in lifelong learning and offers contributions to lessons, free of charge, via Skype. The most recent talk took place yesterday with students doing GCSE business at Writhlington School (<http://www.wsbe.org.uk/>), Radstock, Near Bath. Mr Paul Mann, Head of Business Studies, organised the session with the Magic Whiteboard team. The hour-long class covered what is involved in setting up a new business and the traits required of successful entrepreneurs.

School staff wishing to organise a free session should contact Neil Westwood by email at sales@magicwhiteboard.co.uk. Given Neil Westwood's passion for entrepreneurialism, it is unsurprising that Magic Whiteboard is one of the most successful businesses to have appeared in Dragons' Den.

In addition to exhibiting at the BETT Show, Magic Whiteboard will also be attending The Education Show (<http://www.educationshow.com>) at NEC from March 14 to 16 at Stand C50.

- Ends -

All prices quoted include VAT.

Product samples available for review on request.

Product reviews can be seen at the Magic Whiteboard website at: <http://www.magicwhiteboard.co.uk/>.

For further information, please contact Tina Fotherby on 07590 000 817 or email tinafotherby@famouspublicity.com.