

Big Orange solves a big problem



INDUSTRY CONTACT

Al Sasnowski
Owner
Big Orange Co. Inc.

DURHAM COLLEGE FACULTY MEMBER

Rob Braithwaite
Professor
School of Science & Engineering Technology

BACKGROUND

While boating, Al Sasnowski discovered that waste holding tanks on cruising vessels release an unpleasant odour into the air, impacting those on-board and individuals in neighboring boats. In response, he invented a filter to fix the problem, bringing Big Orange to life.

Sasnowski then approached Durham College with an idea for a second product, an original equipment manufacturer (OEM) replacement filter for waste holding tanks. An easily refillable cartridge, the replacement filter prevents odours from escaping.

DURHAM COLLEGE STUDENTS AND FACULTY:

- Drew up OEM replacement filter and created a mould.
- Turned the mould into a product and began testing it.

OUTCOME

The OEM replacement launched at the Toronto Boat show in January 2013.

ABOUT THE FEDDEV ONTARIO APPLIED RESEARCH AND COMMERCIALIZATION INITIATIVE

The Federal Economic Development Agency for Southern Ontario (FedDev Ontario) was launched in August 2009 to help respond to Ontario's economic challenges. Through its funding initiatives, FedDev Ontario drives economic and community development, innovation and economic diversification while contributing to the success of communities, businesses, educational institutions and not-for-profit organizations. The Applied Research and Commercialization Initiative is a pilot initiative aimed at addressing the gap between research and commercialization in southern Ontario by encouraging collaboration between small- and medium-sized enterprises and post-secondary institutions.

FOR MORE INFORMATION, PLEASE CONTACT

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