

HeatGenie Engages Deaton To Provide Engineering And Design Services

Austin-based, self-heating technology developer, HeatGenie, announced today that it has engaged the services of locally based, Deaton Engineering to improve the manufacturability and design of its compact, self-heating technology.

Sept. 2, 2010 - [PRLog](#) -- Austin, TX, September 2, 2010-- Austin-based, self-heating technology developer, HeatGenie, announced today that it has engaged the services of locally based, Deaton Engineering to improve the manufacturability and design of its compact, self-heating technology. The contract, executed on August 26th is the next step toward making self-heating food products a reality for convenience-conscious consumers across the globe.

With the successful completion of bench level testing HeatGenie will rely on Deaton's full suite of engineering and manufacturing expertise to scale its heater manufacturability to startup level over the next 6-8 months, then to industry pilot level of 100M units a year in 2012, and finally to the eventual goal of over a billion units a year.

"HeatGenie is at a stage where interested brand partners are increasingly asking us to address the supply of heaters. Deaton's proven manufacturing expertise with companies like Honda and Dell will accelerate the transition of HeatGenie products into high volume production." said HeatGenie's founder and Chief Technology Officer, Brendan Coffey. "After reviewing a number of firms, it was clear that Deaton was the perfect fit to work with us on design for manufacturing and scale-up."

Deaton, is a full-service engineering and design firm that caters to clients from a variety of industries, including food and beverage, pharmaceutical, medical device and contract manufacturing. "Deaton Engineering is excited about this opportunity to work with HeatGenie to improve the manufacturerability of their design", said Deaton Engineering's VP of Sales and Marketing, David Knieriem. "We are looking forward to applying our extensive manufacturing experience into design and manufacturing equipment that will allow HeatGenie to meet their goals of high volume manufacturing at a competitive price", he added.

About HeatGenie:

HeatGenie™ has pioneered a safe, patent-pending, self-heating technology that can easily integrate into multiple forms of consumer packaging to heat food/beverages "on the go". HeatGenie is the first and only company to satisfy the non-negotiable criteria for a commercially viable technology: safety, ease of use, cost effectiveness, light weight and sustainability. For more information visit: www.heatgenie.com.

About Deaton Engineering:

Deaton Engineering, Inc, is a full service mechanical, electrical, software control engineering and integration company based in Georgetown, Texas. Established in 1991, Deaton Engineering offers a wide variety of engineering solutions and consulting services to clients in technology and process industries. Composed of a diverse group of Texas licensed Professional Engineers, engineers, designers, and technical staff, Deaton Engineering provides services to support many fields of industry. More information on the company and its products can be found on their website at www.deatonengineering.com.

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