

**MAY 2019**

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## **The Newsletter of the Institute of Inventors and Innovators**

III – The home for inventors. A non-profit organization controlled by inventors, supporting inventors.

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### **For your diary ...**

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| <p>❖ <b>Dates for our monthly Eureka! Meet</b> for the rest of the year ... details will be confirmed month by month: June 12; July 10; August 14; September 11; October 9 and November 13. Set them aside, attendance is always worthwhile.</p> |
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### **Report Back ... Eureka! Meet 10 April**

As soon as you walk into the premises that 'asem-haaling' smell hits the senses with deep satisfaction ... and you don't need to be a coffee expert to appreciate it. Coffee

**GENIO**  
INTELLIGENT ROASTERS

aficionado, inventor, entrepreneur and CEO of Genio Roasters Neil Maree hosted us for our April Eureka! Meet held at his factory in Honeydew.

It was while he was at university studying engineering that Maree thought 'there had to be a better way to make coffee than an instant spoon and creamer'. Being a finalist in the 2009 SA National Barista Championships was the spur. "I wanted to combine my degree with coffee making, so I designed then built a coffee roaster and started manufacturing full time," he says.

Maree's Genio Intelligent coffee roasting machines are found all over South Africa and in some 14 countries overseas including Germany, Switzerland, Australia and the UK.

Further, the Precision Series are unique for creating roasters that use open source solutions. Each roaster has a heavily modified Arduino Due at its core, (Eric Clements of Kazazoom could tell you more) which users control with an app on an Android tablet. We learned that coffee roasting is a sensitive affair, an art form and the master skill to get the roast right takes years.

Each Genio has a control panel which can send a 'roast profile' to the roaster using Bluetooth. This profile is a unique set of instructions which can be adapted according to the coffee bean harvest and how you would like it to be roasted. Light coffee can be acidic, darker roasts bitter, but the Genio can manage anything between these two extremes.

The roasting process starts when pre-fermented coffee beans are loaded into a hopper then fall down into a double, rotating drum. Gas is used to heat the outer layer of the drum which then heats the air in between the two metal drum layers. This buffer is essential to the roast as exposing the beans to the raw flame or even the metal would burn them or make the roast more difficult to control. The beans are then roasted according to the roast profile. Once done, they're released into a smaller cooling grate and when they're ready, three automated arms push them out into the opening where waiting bags are filled with fresh beans. Neil demonstrated this for us.

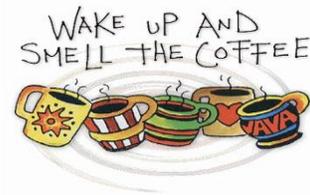
Who knew how complex a beverage coffee is? Maree spoke of the stringent rules to be found in 'cupping'. Cupping or coffee tasting is the practice of observing the tastes and

aromas of brewed coffee following a predetermined checklist list from mouthfeel, sweetness, acidity, to flavour and aftertaste. Expensive training and patient experience goes into becoming a professional 'Q Grader' in coffee cupping. We learned too of the two main coffee species Arabica and Robusta.

The **Arabica** bean is flatter and slightly longer in shape than the Robusta bean. It produces a milder coffee that has a softer aromatic flavour. In comparison, **Robusta** beans have a strong nutty flavour, are much higher in caffeine and, being more cost effective are most often used in instant and blended chicory coffees found in the supermarkets.

Maree has presented his machines to a world market at conventions and trade shows. He does not roast coffee beans himself as he does not compete with his customers ... he is there for service and has a 24-hour turnaround policy. His customer certainly comes first as far as solving problems or maintenance issues on his older (still working) machines are concerned. Genio also offers on-going business advice to start-up coffee shop entrepreneurs.

He noted that palates in South Africa are not as developed or demanding as they are overseas, but that coffee culture was fast catching on and changing. Closing comments? 'Don't forget that coffee is fresh produce and can get stale – it's best to use it within 8 days of roasting and to grind it yourself,' he advises.



### Note Well ...

**There will not be a Eureka! Meet in May** as on the 8<sup>th</sup> people will be voting. Our next meeting will be 12<sup>th</sup> June (news on that in the next Eureka! Newsletter).

### AMARYLLIS



Should we adopt this as the flower to symbolise **Inventors, Innovators** and **Ideas** people? There is much to say about the meanings of flowers in general but the Victorians thought that this beautiful flower stood for discovery and exploration, which led to it becoming a symbol of success after a struggle.

It's also a flower that means a job well done and is often given to people as a token of recognition for perseverance and final success. It ticks a lots of boxes - what do you think? Tell us: [info@iii.org.za](mailto:info@iii.org.za)

### FYI ...

- ❖ You may have already noticed that we are presently updating and upgrading our website. New content is being added, archives sorted, and information checked for validity. Let us know if there is something missing that you would like to see there. Contact [info@iii.org.za](mailto:info@iii.org.za)
- ❖ **Update membership details** – please go onto the website soon to update your membership details ... it will be very useful for us all. There are two categories – one is YOUTH membership which is FREE until age 25 (thereafter payable) and the other is a FREE LIFETIME membership at the current cost of R350 (once-off payment)
- ❖ Not yet a member? Join! Go to [www.iii.org.za](http://www.iii.org.za)

## AN INTRODUCTION TO TRADEMARKS



In a perfect world original thinkers would be left to do what they do best – invent! But this is not a perfect world and there is a lot else to think about beyond bright ideas.

⇒ A Trade Mark is a brand name, a slogan, a logo, shape or colour that identifies goods and services of a person or company and which distinguishes them/it from the goods and services of another. Well-known **brand names** are IBM, BP; Ford and Google. A **slogan** is a short phrase or sentence (like 'Just do it' or 'Moving Forward') and a **logo** is a distinctive symbol or picture (like the Nike tick).

⇒ When a trade mark (brand name, slogan or logo) has been registered, nobody else can use this trade mark, or one that is confusingly similar. If this happens, legal action may result and it did ... do you remember the Clicks and Glicks case?

⇒ Registered trademarks are protected in South Africa under the Trades Mark Act 1993 but even unregistered trademarks can be defended under common law.

⇒ The life span of a registered trademark is forever (!) as long as it is renewed every ten years.

⇒ A trademark cannot be registered for several reasons, all common sense really ... if it's a mark that is too generic (an arrow); if it's a protected national symbol (like the Union Buildings); if it has become customary in your trade (a wheel or a wooden spoon); if it misleads, misrepresents or deceives; if it represents amoral values and/or if there are earlier conflicting rights.

⇒ Registering a trademark is sensible and simple if appropriate – it is an effective way for the market to recognise and reach your product and it is a valuable business asset.

⇒ Doing a trademark search is mandatory – it is no use not knowing and trying to register a name, logo or symbol already in use!

⇒ By registering a trademark for your invention or business you can also stop cyber-squatters from misusing your IP or name; yes, there are those out there who are trademarking their personal names (Nicole Kidman for example).

*Trademark anyone?*

### ADVERTISE WITH US ...

Your service or product on the III website [www.iii.org.za](http://www.iii.org.za) or in EUREKA! our monthly newsletter will get good exposure. Different ad sizes, positions, time periods and styles are available. Our current click rate is around 2000 a month so the coverage is good for a selective audience interested in what you have to offer. Find out more, email [celeste@iii.org.za](mailto:celeste@iii.org.za) for further information.

## PITCH IT TO THE PANEL



“Build a better mousetrap and the world will beat a path your door.”

This phrase has become a metaphor for the power of innovative thinking and inventive minds. Have you got an interesting idea for 'your' better mousetrap? Have you got a smart concept you think might be valuable? Has an invention or improvement been lurking at the back of your mind? Are you on your way? Half way there and stuck? Can't get started?

Members can book a PITTP session at a nominal cost and speak to a panel of professionals and inventors to get invaluable advice about going from idea to invention to market! **The next PITTP date is 24<sup>th</sup> JULY 2019.** Go to the website and book online – [www.iii.org.za](http://www.iii.org.za) It's easy and you should do it soon to ensure your place.

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**THE NEXT EUREKA! Newsletter will be out by 5 June ... look out for it! Greetings to you all!**

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**The Institute of Inventors and Innovators**

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