

Little 'Magic' disks add up to big success for product category creator

Big things sometimes do come in small packages. Take Madi Ferencz and the hugely successful product line she created—Magic Sliders.

Madi, a pert mother of two, stands just over 5 ft. tall. Magic Sliders are those little Teflon-like discs that, when placed under home furnishings like sofa beds and wall units, make moving even impossibly heavy items a breeze.

Put Madi and “Magic” together, however, and you get a business duo that is dynamite—and exploding. To date, Madi, the founder and president of Magic Sliders L.P., has sold over 120 million of this amazing product, and neither she nor her sales appear to be slowing, despite a proliferation of “knockoff” imitators.

“The fact that we’ve sold so many Magic Sliders proves that consumers need them, and the product delivers on its promise like no other,” says Madi, who speaks with animated zeal about a sales category she created singlehandedly. “This is a super-handly product that every house or office can use. Magic Sliders will move up to 3,200 lbs. over any surface—wood, tile, vinyl, even carpeting, which is the hardest to move things on—and will prevent your floors from being scratched at the same time.”

Although she lives and works in suburban surroundings, Madi is anything but a typical soccer mom. Always smartly dressed in elegant clothes, even at the office (“I’ve never owned a pair of jeans,” she confesses), she follows a whirlwind schedule overseeing sales and production, designing packaging, editing advertising copy and making personal appearances to demonstrate her products. She is often seen on television pushing refrigerators, armoires, loaded filing cabinets and other weighty items around—on Magic Sliders—as though they were on wheels.

“About the only thing Magic Sliders can’t do is help you move furniture up or down stairs. It’s magic, not a miracle,” she says with characteristic humor. “But when you’re painting a room, when you have to clean behind the refrigerator or couch, or want to get to the wires behind the entertainment center, or just want to redecorate, Magic Sliders give you the help you need. And they can save your back as well as your floors.”

These super-slippery discs come in many sizes and shapes to suit different types of furniture and appliances, with or without legs, and are available in self-stick, nail-on or screw-on styles. A popular new “grip tip” is also available. Magic Sliders are sold in sets of four or eight to a package, and cost from \$5 to \$9 at home centers, bed and bath stores, department stores and hardware dealers. Information on uses and the various sizes and types of Magic Sliders can be found on the company’s website at www.magicsliders.com.

According to Madi, the little discs are so useful they practically sell themselves. But that doesn’t stop this petite business Titan from trying. “Anyone who buys even one set ends up putting them under every chair and piece of furniture they own,” she adds. “Magic Sliders are that good.” **HP**

Caption: There are Magic Sliders shapes and sizes to fit all types of furnishings, whether with legs, casters or flat bottoms.