

Joel Appel: From State Fair Booths to Multi-Million Dollar Success and Beyond



Denver, Colorado Jun 6, 2024 ([IssueWire.com](https://www.issuewire.com)) - Joel Appel's journey from selling quirky products at state fairs to becoming a household name in the cleaning industry is nothing short of cinematic. A graduate of Claremont McKenna College and Northwestern's Kellogg Graduate School of Management, Joel started his career at the Quaker Oats Company before founding Orange Glo International with his parents. Today, he continues to innovate and support new ventures through his company, LaunchPad LLC.

In the early 1970s, Joel and his father, Max, could be found at the Arizona State Fair, promoting an array of unique products. This early experience laid the foundation for what would become a thriving family business. "All kinds of crazy products that my father was convinced he could sell," Joel recalled during a recent speech at the Athenaeum. This entrepreneurial spirit led to the creation of Orange Glo International, a company that would revolutionize the cleaning products industry with brands like Orange Glo, OxiClean, and Kaboom.

The company's breakthrough came when the late Billy Mays began promoting OxiClean on television. "OxiClean took off...we couldn't keep it in stock," Joel reminisced. Mays' infomercials on the Home Shopping Network and QVC—described by Joel as "like state fairs on TV"—catapulted the products into national recognition. This strategy of using infomercials was not just about immediate sales but about building brand familiarity. "The ultimate goal," Joel explained, "is to familiarize people with the brand. Then, when they see it on the shelf in the store, they'll be more willing to try it."

In 2006, after a period of strategic refocusing and overcoming competitive challenges, Orange Glo International was sold to Church & Dwight for \$325 million. This success allowed Joel to explore new opportunities in product development and marketing.

In 2007, Joel founded LaunchPad LLC, a company dedicated to partnering with inventors and entrepreneurs to bring innovative products to market. “He taught me that there will always be great products to sell,” Joel said, reflecting on his father’s influence. LaunchPad LLC has since been involved with several successful ventures, including Turtle, Brainetics, FullBar, Base Education, and Sleep For Life. Joel also serves on the board of Nicodrops, Inc., and continues to drive sales and strategic growth.

LaunchPad LLC focuses on finding unique products, steering clear of the cleaning industry. Among its successful products are FullBar, a nutrition bar designed to control hunger, and Nicodrops, a unique, drug-free smoking alternative.

Joel Appel’s story is a testament to the power of effective marketing, strategic vision, and relentless innovation. From the humble beginnings of a state fair booth to leading a multi-million dollar company, Joel’s journey inspires entrepreneurs to find and develop great products.

For more information, visit LaunchPad LLC at <https://launchpadx.com>.

<https://www.youtube.com/watch?v=ztKlxq2QLvs>

Media Contact

Irma Zhdanova

LaunchPad@pokemail.net

(212) 347-0233

Source : LaunchPad LLC

[See on IssueWire](#)