

Sorting the Sordid Mess

WOMAN'S COLOR-CODED TAG SYSTEM TAKES THE TIME-CONSUMING GUESSWORK OUT OF SORTING LAUNDRY **BY EDITH G. TOLCHIN**

ACCORDING TO inventor Tammie Lore of Jenks, Oklahoma: "Working full time, running kids to games and practices, assisting in caring for my aging parents, attending high school events, cooking meals and all the things that go along with running a household" often require short-cut solutions to, like, everything!

Whew!

In addition to these, there's sorting laundry, which can be a huge pain for those with limited free time. So, Lore "set out to find a better solution. After much research and refining, TAGit was born.

"TAGit products offer a color-coded, easy-to-apply identifier for clothing, creating a simple system for getting your home (and the people living in it) organized."

single-engine pilot—a pursuit that taught me precision and patience.

Years later, while juggling full-time work and raising two teenage boys, I kept running into the same daily frustration: sorting laundry. With similar sizes and colors between my husband's and sons' undergarments, everything looked the same.

Permanent markers faded. Sewing colored thread into garments helped, but it was tedious and not scalable. That's when the idea hit me: What if there were an easier, reusable way to color-code clothing?

That moment of need became the spark behind my invention, TAGit. I continue to develop systems that help others bring order to their chaos.

EGT: What is a TAGit?

TL: TAGit is a color-coded tag that differentiates clothing in homes with multiple same-size children, shared laundry situations, or caregiving environments. You assign a different color to each person, so towels, socks, undergarments—anything that looks similar—can be sorted and returned in seconds. No more guessing or mixing up laundry.

EGT: How does it work?

TL: TAGit is a small resin, two-piece tag that consists of a front and back that securely snap together through fabric, creating a permanent color marker without damaging clothing or fading.



“Permanent markers faded. Sewing colored thread into garments helped, but it was tedious and not scalable. That’s when the idea hit me: What if there were an easier, reusable way to color-code clothing?” —TAMMIE LORE



TAGit is reusable by simply pulling apart the two pieces and re-applying it to another garment. Think of it like a simple color-coded button that makes laundry instantly logical.

EGT: What are the many household (and other) items on which TAGit can be used?

TL: My son uses them because his and his wife's socks look so similar in size. I use them on my husband's shirts to differentiate his “office” shirts from his worn-out shirts.

Also: Shorts. Undergarments—think of four boys, similar in size, and all compression garments. Jackets, hats, gloves, leggings—think of three girls, similar in size and all “Lulu Lemon.”

Bath towels. Bed sheets—to distinguish sizes or top and bottom sets. School uniforms, camp and day care gear, team sports uniforms, military-issued gear—needing to keep track of issued gear but unable to use markers.

Nursing home clothing, Pilates or hospital grip socks—Pilates socks have no “L” or “R” marked on them; you have to open each one to figure out which foot. Have a marker, and done! And a child asked one day if it was a prayer button.

EGT: Had you invented anything before TAGit?

TL: I've had ideas in the past, but TAGit is the first invention I brought from concept to market. It took frustration, perseverance, and a bit of necessity to push me past the idea stage.

EGT: Where are TAGits manufactured? Have you had any logistics issues?

TL: TAGit is proudly manufactured in Broken Arrow, Oklahoma. From the beginning, I was committed to keeping production in the United States to ensure quality, support local businesses and maintain hands-on oversight. I

also wanted to know the people involved in bringing my product to life.

Fulfillment is handled by Bridges South, a nonprofit organization in Jenks, Oklahoma, that provides meaningful work opportunities for adults with developmental disabilities. Many of these individuals were students I worked with during my teaching career, so seeing them succeed in the workforce brings the mission full circle and makes me so happy!

Like many inventors, I've faced manufacturing challenges—particularly in creating a mold that reliably released the part without sacrificing strength or size.

One turning point came when I found the right plastic shaft inspiration in the most unexpected place: a toy motorcycle from the dollar store. That small find solved a major design hurdle and proved we could make it work.

EGT: Where are you selling your products?

TL: Website: <https://tagitstore.com/products/> and at Walmart.

EGT: What is TAGit's pricing?

TL: The suggested retail price is \$13.99 for a 12-piece set, designed to offer families an affordable, reusable solution for everyday organization.

EGT: Tell us about your free e-book, and “functional organizing” mentioned on your website.

TL: The free e-book, “5 Organizational Mistakes You May Be Making,” addresses common roadblocks people encounter when trying to get organized, especially when they feel overwhelmed. It offers simple shifts to create smoother routines and a more efficient home.

INVENTOR SPOTLIGHT

My “Functional Organization” course goes deeper. It’s based on systems I developed while moving 19 times with my family, managing a teaching career and navigating health setbacks. It focuses on building sustainable routines, using time wisely and developing purpose-driven systems—not just where to store things, but how to think through what actually works in your space.

This course is grounded in the instructional methods and cognitive strategies I studied while earning my degree in special education, particularly the use of metacognition (“thinking about thinking”), helping individuals build awareness and take purposeful action.

But the good news is that on July 15, 2025, we were granted U.S. Design Patent: “Lore Patent No. D1083649 (listed under application number 29/845,145).”

EGT: Lessons learned?

TL: One of the most surprising challenges in bringing TAGit to life has been the very thing that makes it unique: There’s nothing else quite like it on the market.

You’d think that would be an automatic advantage, but in reality, it presents a different kind of obstacle. Because this solution didn’t exist before, most people don’t know how to search for it. There’s no category for it in their minds.

In a way, I’ve had to build awareness from the ground up—educating people on a problem they’ve just been tolerating, not realizing there’s now a fix.

At times, it feels like I’ve created something truly helpful, only to find that the hardest part is not the invention itself but getting people to understand what it is and why it matters. I imagine I’m not the only inventor who’s felt this paradox—solving a problem so quietly that people don’t yet realize it’s been solved.

EGT: What’s next for your business?

TL: I’m exploring wholesale, licensing and private-label opportunities to expand TAGit’s reach into larger markets. I see potential in schools, care facilities, shared housing, military operations and anywhere laundry overlap is a problem.

I’m also open to selling the patent if the right partner or company comes along—someone who can take this product to scale more quickly than I can alone. Whether it’s through licensing, retail partnerships or acquisition, my goal is to get TAGit into the hands of the people who need it most. ☺

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At times. You pour so much into developing something useful, and then you sit in limbo, hoping it will be protected.

There were moments I questioned if it was even worth it. But I kept pushing forward, and that persistence paid off.

Adding to the technical challenges, I also had issues in the early prototyping phase. One engineer told me not to proceed because we didn’t yet have a working prototype. He couldn’t grasp the specific structure I was envisioning.

After several failed attempts to explain it, I went to the dollar store and bought that plastic toy motorcycle. The small spokes on the wheels were exactly the shape I was trying to describe. That toy helped bridge the communication gap and gave us the breakthrough we needed to move forward with a mold that actually worked.

Sometimes, real innovation comes from refusing to give up—even if you have to start in the toy aisle!

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