



Tape Zoomie®

An innovative, extendable tape dispenser transforming gift wrapping, crafting and packaging.

AUD \$550,000+
Revenue

18,000+
Units Sold

13
Countries

Amazon
4.5★ Rating
390+ Reviews

160 Million+
Social Media Views

IP+
Protected Across 8
Countries



Invented by mom of three, Inge Heath, after becoming frustrated with the repetitive process of preparing individual tape strips and sticking them to the side of a table while wrapping gifts. From a simple household frustration to an internationally sold consumer product.

Media & Television Recognition

Television Features

- ABC Secret Sales (USA)
- FOX13 (USA)
- CBS (USA)



Media Coverage

PerthNow	Southern Living	MSN
Daily Beast	Scary Mommy	CBS Austin
WHO	Inside Small Business	Dynamic Business

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Tape Zoomie: Kallaroo mother's simple present wrapping tool goes viral online with over 6m TikTok views

Erick Lopez PerthNow Joondalup 12 December 2024, 2:00am

Southern Living

FOOD HOME GARDEN TRAVEL HOLIDAYS CULTURE STYLE

Tape Zoomie Original Tape Dispenser

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Mum who was sick of gift-wrapping at Christmas launches TikTok-viral hack that solves the problem forever

It's the hack you never knew you needed, until now.

This content is reviewed by the 7NEWS Editorial team. 7NEWS may receive a commission when you buy from links on our site. Prices correct at time of publication.

By Sophie Headett

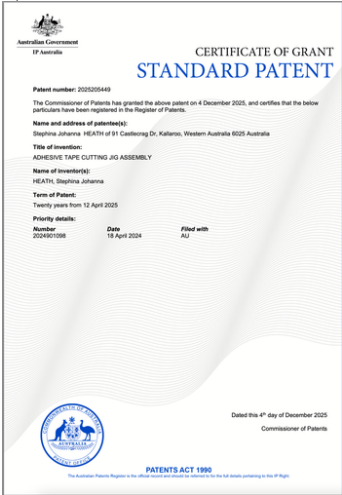
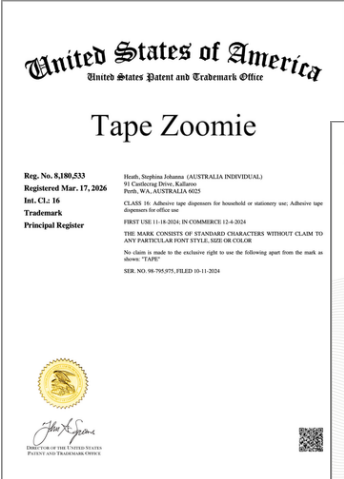
Medium

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Tape Zoomie has been independently featured by leading media organisations across Australia and the United States.

Intellectual Property Portfolio

Jurisdiction	Protection Type	Registration / Application No.	Status
Australia	Standard Patent	2025205449	Granted
Australia	Trademark	2466808	Registered
Australia	Registered Design	202511009	Registered
United States	Trademark	8,180,533	Registered
United Kingdom	Trademark	UK00004174495	Registered
United Kingdom	Registered Design	6431458	Registered
European Union	Registered Design	015096965-0001	Registered
New Zealand	Registered Design	435750	Registered
China	Registered Design	ZL 2025 3 0475565.4	Registered
South Africa	Registered Design	A2025/099	Registered
Canada	Trademark	2430397	Approved (for advertisement)
United States	Utility Patent	98795975	Pending
United Kingdom	Utility Patent	GB2517034.1	Pending
Canada	Registered Design	242698	Pending
Canada	Utility Patent	3290186	Pending
New Zealand	Utility Patent	826356	Pending

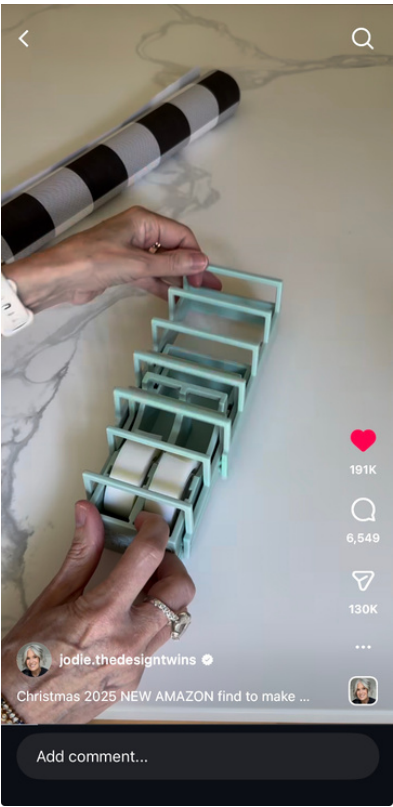


Tape Zoomie demonstrates how a simple household challenge can be transformed into a globally protected and commercially successful consumer innovation.

Viral Consumer Engagement

Influencer Social Media Accounts

Creator	Platform	Views	Link
@mik.zenon	Instagram Reel	66.1M+	https://www.instagram.com/reel/DOthtLekXg8/?igsh=OG9hdm12cmo1azhs
@jemma.solomon	Instagram Reel	55.0M+	https://www.instagram.com/reel/DO38VNyiA-5/?igsh=ZjJ5bXZyc201eDNI
@jodie.thedesigntwins	Instagram Reel	14.2M+	https://www.instagram.com/reel/D0wujXgkrfZ/?igsh=czM4eHpOcTZ0c3Vz
@stephaniegrimel	Instagram Reel	1.9M+	https://www.instagram.com/reel/DQskv0GD78Z/?igsh=b2xhaDg3bndkNGc%3D
@amazonhome	Instagram Reel	470K+	https://www.instagram.com/reel/DSVx_gkDgyj/?igsh=MTQyaHEwbnF5a2JvNQ==

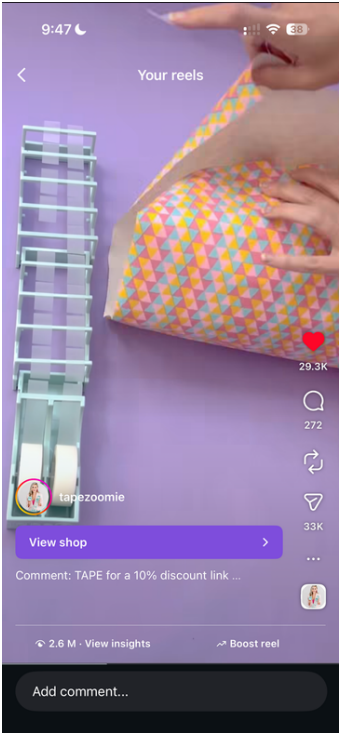


Independent creators generated more than 137 million documented views featuring Tape Zoomie.

Viral Consumer Engagement

Tape Zoomie Social Media Accounts

Creator	Platform	Views	Link
Tape Zoomie	TikTok Reel	6.8M+	https://www.tiktok.com/@tapezoomie/video/7429332579133836562
Tape Zoomie	Instagram Reel	7M+	https://www.instagram.com/reel/DKzSYP0h94b
Tape Zoomie	Instagram Reel	6.2M+	https://www.instagram.com/reel/DFre6TOv-Nz/?igsh=MW90eDgzbnpnbn3g3dQ==
Tape Zoomie	Instagram Reel	3.5M+	https://www.instagram.com/reel/DBbabmvvCsf/?igsh=cDVvZzZjbHo3a3V0
Tape Zoomie	TikTok Reel	1.7M+	https://www.tiktok.com/@tapezoomie/video/7529881447444860178
Tape Zoomie	Instagram Reel	2.6M+	https://www.instagram.com/reel/DBns1PpP4dh/?igsh=MXNkZWE5ZWxhOGZqNQ==



Tape Zoomie’s Reels has generated more than 30 million views across social channels.