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Innovative DAVID™ Organizing Assistant™ for 3-Ring Binders Renamed DOC-OA™ (pronounced “Doc Away”) Inventive Learning™ now called Organize360™

When David Schwartz' 5th grade son Zach teamed with him to design a new binder to organize his school papers, little did Schwartz know that this engineering project would change Zach's life...that of his whole class...and the future of his company Productive Education LLC.

Indeed, Zach's grades jumped from C's to A's, but it wasn't until the principal met Schwartz at school and asked, "What are you feeding Zach for breakfast?" that it dawned on Schwartz that he was onto something. When asked if the same binder could be provided for the rest of the class, he said yes without hesitation.

In one term, the grades of Zach's classmates also jumped, and BinderBuddies® was born. That experience has taken Schwartz on a mission to use binder systems as a way to improve education outcomes for students of all ages. After shipping millions of BinderBuddies® products, PE LLC introduced the DAVID™ Organizing Assistant™ and the empowering Inventive Learning™ curriculum for study skills.

After the February 2007 work with Ellen McLaughlin of Tutoring Plus in Cambridge, MA it quickly became clear to Schwartz that it was going to be important to re-brand his product line and curriculum in a suitable manner to fully differentiate it in the marketplace as well as instantly convey its value to its intended customers. Although inspired by using his name for the purpose of sharing his life long vision for improving education, many customers expressed their interest in a broader name. Corporate executives and office workers as well as teachers and administrators all pointed to the document handling power of the tool kit for daily organization.

After consulting with a number of home school executives, where the parents of the students are both home/office workers and teachers, he found that they all wanted to "put away" their curriculum documents in his tool kit, in effect using it as a mirror for their student product. They were purchasing TWO kits, one as teacher and one for their student. And they felt that the organizing intervention "turned around" their students as well as themselves!

The words just kept coming up again and again, "I need to put my DOCUMENTS AWAY" if I am going to find them again! He had already branded out as Organizing Assistant(OA). Realizing that the word AWAY and OA "sounded alike" he landed on DOC-OA and the new product name was born. Since everyone felt they "turned around" and became "self-organizing", he arrived at Organize360 to more accurately reflect on the power of the value added curriculum that is available with the basic tools. The branding is being launched today in a national rollout to all markets.

---attached DOC-OA and Organize360 logos---



*Organize 360™
Go full circle and become a Self-Organizing Engineer*

