

The Canadian Champion, Wednesday, August 7, 1996—2

# Entrepreneur Ken Gulak builds a better mousetrap

By **STEVE LeBLANC**  
Special to *The Champion*

**W**HEN MILTON'S KEN GULAK first brought home pet rabbit Willy for his seven-year-old son Ben last year, he would never have imagined that the furry little creature would spark an idea for a new product.

Or for that matter, that this creation would ignite such an interest and subsequent demand across the North American marketplace.

That's exactly what happened however, when Mr. Gulak first went to some local pet stores to purchase a rabbit cage. "I went to some pet stores and basically this 12 by 24 inch square cage was all that was available," he recalled.

Despite not having much prior building experience, he immediately set to work constructing a more spacious cage for the animal. It wasn't long after he decided to build a cage that the idea for the rolling rabbit cage was born.

He figured such a cage would allow Willy to roam more freely and get some fresh air and exercise on the family's farm. He originally constructed the cage with plywood at both ends and chicken wire for

the base, but later replaced the plywood with more lightweight wire.

It wasn't long after the first model was finished that a number of friends saw it and relayed their interest to him. "Friends would come over, see Willy in his cage and saw 'Hey, that's great. Can you make me one?'," Mr. Gulak recalled. "One friend said he thought I had a saleable product and that starting me thinking."

This simple comment was perhaps the final spark that created Sylken Industries and its rolling rabbit cage product.

With the help of another friend with media arts experience, Mr. Gulak set to work taking photographs and making a video of his new product. He said seeing the movement of the cage is really the key.

He sent in videos to various pet stores throughout the Greater Toronto Area and received enthusiastic response from owners and patrons. However, there was yet another step to go before the cages hit the stands.

"You can't just walk into a store and start selling a product. What I learned is that there are channels in business and that those channels are there for a reason.

"I took the cage to fellow Miltonian • see **BETTER** on page 13



Photo by STEVE LeBLANC

Local entrepreneur Ken Gulak's invention — a rolling rabbit cage — will be on the market soon. The contraption allows the caged rabbit to exercise along the grass while remaining captive. Here, Mr. Gulak and his son Ben, 7, test the innovative product.

The **WALTZING WEASEL** is walking all over their prices!

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\$5.95

Wednesday Night is **Fish & Chips\***  
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\* For the month of August

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## PROPOSED WARD BOUNDARY CHANGES

The Council of the Corporation of the City of Burlington will be considering ward boundary changes at a

**Special Council Meeting**  
Tuesday, August 13, 1996 at 7:00 p.m.  
Council Chambers, 2nd Floor  
City Hall, 426 Brant Street

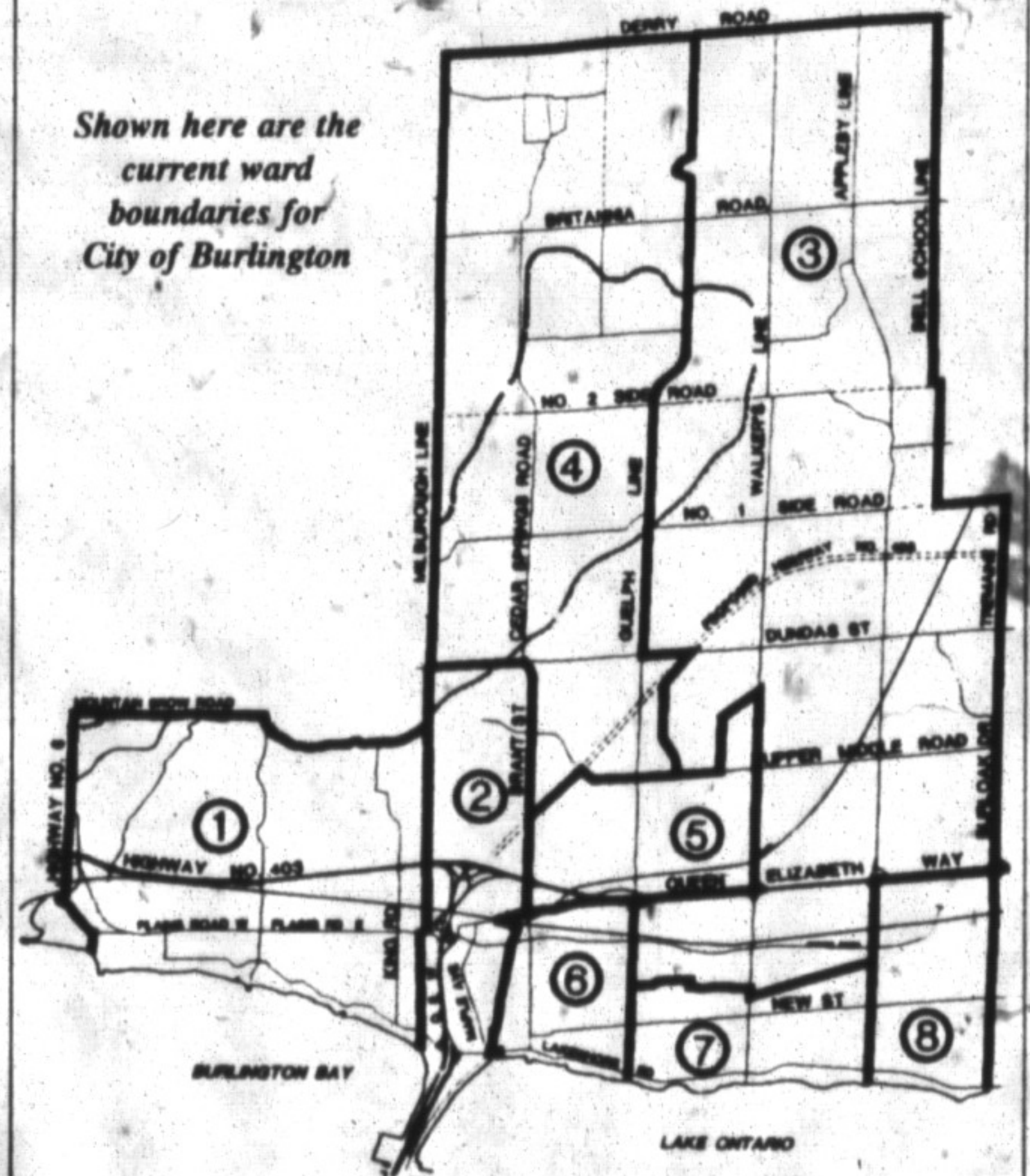
Anyone interested in obtaining a copy of the proposed ward boundary changes may do so by contacting the Office of the City Clerk on or after

Tuesday, August 6, 1996 at 335-7698.

Should you wish to address Council at this special meeting on the issue of ward boundary changes, please register with the City Clerk's Office

prior to 12:00 noon on Friday, August 9, 1996 by calling 335-7698.

Shown here are the current ward boundaries for City of Burlington



CITY OF **BURLINGTON**