

THE WOODEN IPAD STAND STORY



Simon 'iPad Grandpa' Blazer made the first Wooden iPad Stand and sold hundreds worldwide

How a Dutch
grandpa sold
hundreds of
Wooden iPad
Stands
worldwide.

In just three
days.

The Dutch Simon Blazer is 75 years old. He's got two right hands. But no iPad. Even so, when a friend asked him to design and build a wooden iPad Stand he was fascinated. Dutch ingenuity, combined with some good friends made this Dutch grandpa the iPad grandpa.

One day Martijn Aslander wanted to put his iPad on his desk to display it. Alas the official iPad Dock from Apple was expensive and only available in the US. He went over to Simon and asked if he could help. Sure enough, within an hour there was the first wooden iPad Stand. It worked absolutely great. The iPad fitted beautifully, it could be used in portrait and in landscape mode, and it just felt right. David Rudolf Bakker came over, took some great pictures of the first

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Creators Simon Blazer, Martijn Aslander and David Rudolf Bakker



iPad Stand and posted a funny blogpost online. The three Dutch entrepreneurs promised to make the iPad Stand if they got 50 people interested. Little did they know...

Within two days the blogpost was picked up by the main technology website in the world, [Wired](#). Shortly followed by [CrunchGear](#) and [The Unofficial Apple Weblog](#) (which is a huge thing for an Apple related product). The result was the Dutchmen had hundreds of interested people for the \$5 iPad Stand. Now they had to actually go on and make hundreds of the \$5 iPad Stands.

Simons woodshop became the \$5 iPad Stand factory. A couple of days later a small mountain of \$5 iPad Stands was ready. It did cost the gentlemen some actual blood, sweat and tears, but happy with the result none the less. Another friend, Annemieke Nieborg, helped the guys a whole lot by taking care of

the shipping. In only a matter of days, something that started as a small practical solution, became a small business. Now shipping to over 20 countries worldwide and having sold hundreds, the Dutchmen are looking to grow their business even further.

And the amazing thing? There were no meetings. No contracts, no paperwork. With the help of the internet in a mere three days the ball was rolling quite well. It's an amazing adventure for the three Dutchmen, and just goes to show what you can do with a piece of wood and some of that fine Dutch ingenuity. It even earned Simon and iPad. And the 'iPad grandpa' nickname.

