

# Barringer creates 'One Shot' fishing

'Cactus' Jack plans to launch the product on cable program

BY MARC KOVAC  
Business Editor

"Cactus" Jack Barringer has created what he believes is the only fishing lure Mid-Iowa anglers will ever need.

And the Ames inventor is sure his latest product is going to top his One Shot cleaning product — the bullet-shaped, fizzing cleaner that has been a mainstay on the QVC cable shopping network for several years.

"I think it's going to be mammoth," Barringer said of his One Shot fishing system, a kit that includes "The Lure That Thinks It's A Tackle Box" powered by "The Bait That Bleeds."

Barringer, who sports cowboy duds when selling his products and who has been known to attach bulls horns to the front of his car, is a master marketer. His success can be attributed partially to his product ideas and partially to his "Cactus"



BY BRIAN McLAUGHLIN/THE TRIBUNE

Jack persona. "It's 10 percent product, 90 percent marketing," Barringer said, adding "marketing is my ball game."

The basis for Barringer's business acumen came from a book he read about 25 years ago, Napoleon Hill's "Think and Grow Rich." That

book, Barringer said, advised "if you don't know something, surround yourself with people who do."

Barringer has taken that approach to his Cactus Jack's Marketing Corp., a business that operates out of a building on

Sondrol Drive in industrial east Ames.

It's there, in a 1,500-square-foot facility, that Barringer's seven or so employees package his One Shot line of products. And it's there

**Ames inventor**  
'Cactus' Jack Barringer has created a pocket-sized fishing system that he believes will replace anglers bulky tackle boxes. And he's hoping the product will be even more popular than his One Shot cleaning bullet, a product that for several years has been a mainstay on the QVC cable television shopping network.



# Barringer: More 'One Shot' items in the works

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that Barringer works to develop his ideas and to find the right people to make his product concepts a reality.

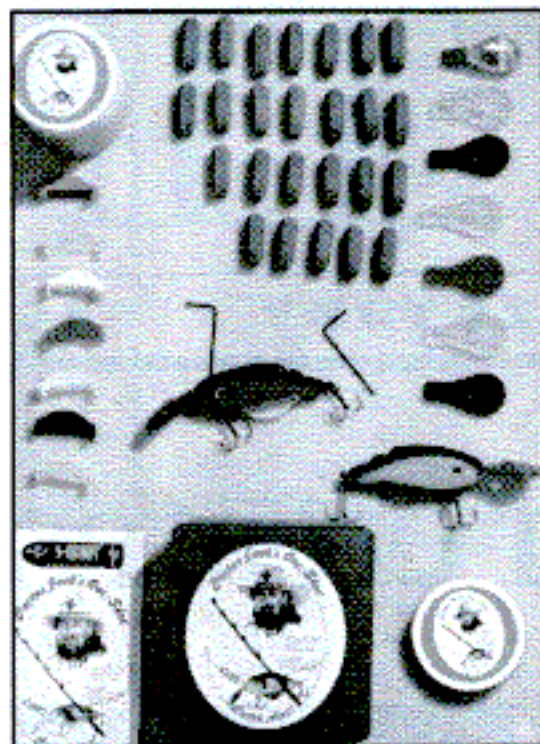
Coming up with ideas for new products hasn't been a problem for Barringer, who holds several patents. He received his first patent more than 15 years ago for an arm-wrestling machine (he holds the 1981 patent with Sterling A. Clink).

In February 1986, he secured his second patent, No. 4,572,511, for a tug-of-war game having a drum rotatably mounted on a stationary frame, with a rope wrapped about the drum with free ends extended to opposite sides of the drum. As people on each end pull on the ropes, the drum rotates. A scoreboard shows which direction the drum is being rotated.

Those innovations have sold well through the years, but Barringer's big break came more recently when his cleaning-product idea was chosen to appear on a QVC cable shopping network program devoted to Iowa-made products.

Barringer received a patent for his One Shot Cleaner in July 1996. Patent No. D372,307 protects Barringer's "ornamental design for a dissolvable cleaner tablet." One Shot is shaped like a bullet; when added to water, it makes a quart of all-purpose cleaner.

This year alone, more than \$2 million of One Shot cleaner has been sold. (During his first appear-



By BRIAN McLAUGHLIN/THE TRIBUNE

**Cactus Jack's One Shot** fishing system will be on sale later this year in time for the holidays.

ance on the show, Barringer sold \$100,000 worth of the One Shot in less than 12 minutes.)

And Barringer has been having comparable luck with subsequent One Shot products. He has developed a One Shot Laundry Vitamin, a bullet shaped tablet that provides the cleaner, color-safe bleach and fabric softener necessary to wash a load of clothes.

And his One Shot car-care product provides bullet-shaped tablets that can be dropped into garden hoses and used to wash and wax vehicles.

All of the products were devel-

oped under the same premise: eliminate the extras that manufacturers put in household products. The One Shot line provides compact, easy-to-use products without water and additives and extra packaging, Barringer said.

"It's a tremendous savings to the customers," he said.

The One Shot line has been so popular that Barringer is building an additional east Ames building. The 5,000-square-foot facility will more than triple his workspace and will be used to meet increasing demand for his products.

The new building also should help meet demand for his newest product, Cactus Jack's One Shot fishing system. Barringer, an avid fisherman, developed the lure kit to provide anglers with a pocket-sized tacklebox that would replace all existing lures.

One of the most successful infomercials ever made markets the Banjo Minnow, and millions of the specialized fishing lures have sold. Barringer is hoping to tap into the lucrative fishing-equipment market with his own lure.

Barringer fashioned the prototype out of a Vick's nasal inhaler. And the first time he used it — the small white plastic tube complete with nails and wires and One Shot bullet-shaped fish bait — Barringer said he caught three bass in 20 minutes.

Subsequent fishing trips netted similar results, he said.

The beauty behind the lure is

that it includes different colored spoons — attachments used to sink the lure to different water depths.

"One lure can go to any depth in the water you want," he said.

The lure also is fashioned with a small door, where Barringer's One Shot bait can be placed.

The bullet-shaped bait is made to attract fish — it contains a little blood and a little dried toad and a little bit of a few other smelly things — and it fizzes when added to water. One bullet bait will last about a half hour.

The kit, which sells for about \$30, comes in a small box with two different colored lures and a dozen different colored doors and spoons; more than 280 combinations can be made from interchanging the parts, Barringer said. Cactus Jack's fishing system also comes with 25 One Shot baits, enough for more than 12 hours of fishing, Barringer said.

As for the future, Barringer is developing additional One Shot products. Currently, he's working on aspirin-sized tablets that, when added to water, will make toothpaste, shaving cream and mouth wash — perfect for travelers' suitcases.

And Barringer is hoping to continue selling his One Shot line on the cable-shopping network.

"Electronic shopping — without question — is the wave of the future," he said, adding that "you do more business in a day than a lot of businesses do in a year."