

Oddball: It pays to stay rugged

In the business of cheeky toupees, the Rugged Man is doing all right

by Geoff Morgan

It's so crazy it just might work.

Edmonton's Richard Korbyl attached a piece of rug to a string and fastened it on the head of *Dragons' Den* heavyweight Kevin O'Leary. It worked. While Rugged Man didn't secure any of the dragons' funding, it quickly found national distribution. Korbyl says the "advanced hair system" had distributors laughing too hard to say no, and he thinks Rugged Man even has the potential to take off in the same silly way as the Snuggie and the pet rock.

American distributor Baronbob.com is now selling Rugged Man in the U.S., and after his *Dragons' Den* appearance, Korbyl was contacted by five different angel investors. But with North American distribution already in place, Rugged Man didn't need their help. It's safe to say that Korbyl will be getting the last laugh on this one.

3,500 people

visited ruggedman.ca after
Dragons' Den unveiled the product

17 stores
in Alberta carry the
Rugged Man



Unlike many toupées,
the Rugged Man is
wind-tunnel tested