

WisBusiness: The Podcast with Erin Tenderholt, co-founder of Blexx

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This week's episode of "WisBusiness: The Podcast" features Erin Tenderholt, founder of a Madison-based startup called Blexx.

Tenderholt has created a new patent-pending technology in hopes of improving how people dispose of hypodermic needles.

"This cost is bigger than you imagine. Ask a nurse, ask a tattoo parlor, ask a funeral home director about their experience with hypodermic needles," she said. "The time to change this is now."

She notes that Americans go through 7 billion hypodermic needles each year. The current method of disposal requires several logistical steps, including a disposal unit, transportation and storage resulting in incineration off-site.

"This long process is costly, unsafe and terrible for the environment," she said.

To improve that process, Tenderholt has created a prototype device — about the size of a large water bottle — which can sanitize and destroy needles within seconds.

Listen to the podcast at WisBusiness.com.