



North Central Idaho

# A passion for invention sparks an idea to develop a useful tool.

2018



## Rolla Roaster

CMS Mfg, Inc.  
Bob Holzer  
Jan Holzer

Orofino, Idaho  
Started: 1991

[rollaroaster.com](http://rollaroaster.com)

*“The SBDC not only offered classes for us to attend, but helped research where to market our products.”*

Bob Holzer has always been an entrepreneur. From the time he started his own machine shop in 1979 in Orofino, Idaho, to the launch of his invention the Rolla Roaster. The Rolla Roaster is an extending campfire fork with a turning knob on top of the handle that lets users operate the fork as a personal rotisserie.

His passion for invention and entrepreneurship has led him to develop additional products such as an improved fishing rod and an updated version of the Rolla Roaster with a belt case.

Bob and Jan Holzer came to the SBDC to receive marketing and packaging design help for the Rolla Roaster. Bob’s consultant at the SBDC also researched other potential distribution outlets for the Rolla Roaster such as REI, LL Bean, Pottery Barn, and KOA stores where the product is sold today.

The Holzers appreciate the business classes the SBDC offers as well as the networking, and the extensive research the SBDC did on behalf of their business.



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