

Little black barf bag Couple relies on home manufacturing business

By [Laura Ruane](#)

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"Necessity, who is the mother of invention."

— Plato, The Republic

Necessity prodded a pregnant Jodi Carr into making a better barf bag.

Desire to help other people — and to work from her south Fort Myers home — has since propelled her into manufacturing and marketing her brainchild, the Red E Bag.

"It's for people who are getting sick, for whatever reason, but who want to be active," Carr said.

Besides expectant mothers, people suffering nausea from chemotherapy, fliers with nervous stomachs and seasick cruise passengers are some of the folks comprising her target market.

Folded up, the bag looks like a sporty clutch that either man or woman could carry without blushing. The nylon-and-vinyl shell is washable, and includes a zippered pocket for cleanup supplies or breath mints. The bag comes in basic black or a Pepto Bismol shade of pink.

Inside the shell, users tuck in custom-made, opaque plastic liner bags that can hold more than a half-gallon of fluid. Tin ties secure liners.

The Red E Bag is sold online at redebag.com and at A New Dawn Inc. maternity and mastectomy store in south Fort Myers. The online price is \$24.95; a 10-liner refill pack sells for \$8.95

Kathleen Borello bought one for her daughter, Hannah, who has a chromosomal disorder.

At age 3, Hannah "had severe reflux; the volume wasn't that of typical baby spit-up," Borello said in a phone interview from her home near Chicago.

"We'd use the Red E Bag at restaurants, and whenever we were traveling. ... It was discreet."

The bag's since been put in storage. Hannah doesn't suffer from reflux any more, Borello said Wednesday. "But, the product was a godsend at the time. We only wish we'd found it sooner."

Carr's venture in vomit management began five years ago, when she was in the early stages of pregnancy, and working as a paralegal.

"I worked in a skyscraper 26 floors up, and took a city bus," the former Seattle resident said.

After hurling nearly everywhere, Carr told her husband, Jim: "That's it. We've got to come up with something."

Carr and her mother crafted the first bag, but later hired a pattern maker to make the product manufacturer-friendly.

Jim Carr, an information technology systems professional, created the Web site. They filed for a patent and a trademark in 2003.

The Carrs and their two young children moved to south Fort Myers last year to be closer to some family members and brought along the very-portable Red E Bag business.

From their home, Jodi Carr assembles bag components, some of which are made in the United States, others in China. She also prepares orders for shipping.

Jim Carr maintains the Web site. Their dream is to continue working from home, so they can stay close to 4-year-old Alison and 2 1/2-year-old Riley.



[Terry Allen Williams/news-press.com](#)

Jodi Carr works with her husband Jim out of their south Fort Myers home to manufacture and promote a portable barf bag called the Red E Bag.

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