BUILDING BRANDS SINCE 1983

Ideas that become household names.

Founded by AJ Khubani in 1983, Telebrands connects product development, television, retail and digital. Former Jamesway executive Angelo Bianco recalls its As Seen on TV program launching in approximately 100 stores in 1990. Explore the retail origin.

1983
Founded by AJ Khubani

285 hit products*
Founder-approved historical record
October 16, 2026

Pocket Hose

PedEgg

Star Shower

Selected product examples. Visit official brand channels for current products and availability.

FEATURED BRANDS

Pocket Hose / BulbHead / Hempvana / Bull Shot
Eggagen / PedEgg / Star Shower

SELECTED COMPANY RECOGNITION

2014 Dollar General PRIDE Award - Seasonal Division Top Vendor

2014 Pocket Hose Ultra - ERA Moxie, Best Short Form Variety Infomercial

2017 Electronic Retailing Association - Marketer of the Year

Award records, photographs and source notes

* A winner (called a hit product here) is a product with cumulative sales of 100,000 to 100 million units. Defined by founder and CEO AJ Khubani on October 30, 2026. The founder-approved count is historical and not independently audited; it is not an advertising-award count or a current product list. Read the record.

A BENEFIT PEOPLE CAN UNDERSTAND

From everyday needs to memorable brands.

PERSONAL CARE

PedEgg

Over $400M in consumer retail sales. 40 million units sold companywide. Founder and CEO AJ Khubani confirmed these cumulative milestones in October 2026. A separate Walgreens chapter: former category manager Dustin Sullivan recalls approximately 4 million units and $40 million in consumer sales at that retailer during calendar 2008.

Read the brand story and sources

OUTDOOR & GARDEN

Pocket Hose

A familiar garden essential, rethought. The official brand history records a 2012 direct-to-consumer launch and 2013 retail expansion, including Walmart and The Home Depot. Pocket Hose Ultra's commercial earned the 2014 ERA Moxie Award for Best Short Form Variety Infomercial.

Read the brand story and sources

LIGHTING & CELEBRATIONS

Star Shower

A vivid holiday transformation. Joe Grady, Walmart's vice president overseeing Department 82 in 2015, recalls Star Shower ranking No. 1 by retail sales dollars at Walmart U.S. stores during November 21-27, 2015.

Read the brand story and sources

PedEgg companywide totals are founder-reported cumulative figures, not annual sales or Telebrands revenue. Walgreens and Walmart results are separate firsthand retailer accounts. No independent audit is claimed. Rankings concern the stated weeks and sales dollars.

THE DISCIPLINES BEHIND OUR BRANDS

01 UNDERSTAND
Consumer insight & product research

02 DEVELOP
Product, packaging & demonstration

03 COMMUNICATE
Creative, television & digital content

04 REACH
Retail relationships & digital channels

Explore how Telebrands works with partners

ENTREPRENEURIAL VISION. COLLECTIVE EXPERIENCE.

The people behind the possibilities.

AJ Khubani

FOUNDER & CEO

AJ founded Telebrands in 1983. His career honors include the National Direct Response Hall of Fame (2014) and ERA Lifetime Achievement Award (2015).

Telebrands' leadership brings together product development, operations, sales, finance, marketing and creative experience.

Meet the founder and executive team

Nassau Hall, Princeton University. Photograph: Dmadeo / Wikimedia Commons, CC BY-SA 3.0. Unmodified.

PRINCETON UNIVERSITY

Chairman, Industrial Directors Board
Entrepreneurial Engineering program
September 2005-January 2011

Working with Professor Daniel M. Nosenchuck, AJ helped develop entrepreneurial content and contributed teaching and mentorship across six fall-semester offerings. Telebrands professionals also participated as lecturers, mentors and project reviewers.

Program history and Professor Nosenchuck's statement

Supporting student entrepreneurs. In 2017, BulbHead announced a $500,000 five-year commitment through 2022 to Montclair State's Feliciano Center for Entrepreneurship. This describes announced terms, not audited completed payments. Explore the educational work.

Let's make the right connection.

RETAILERS & DISTRIBUTORS

BulbHead wholesale inquiries

Pocket Hose wholesale inquiries

INVENTORS & PRODUCT CREATORS

Ask about the current submission route and terms before sharing product materials.

Sources & further reading Source ledger / Company history / Press resources
Historical honors, roles and retail milestones retain their original dates and scope. Founder and product photographs are from the company's website archive. Current product availability and wholesale terms are provided by the relevant brand team.