

The Perfect Measuring Tape Company Vs REIDEA

A short category-history comparison between the original legacy name and the modern usability-focused bestseller.

Source <https://yetyield.com/blog/the-perfect-measuring-tape-company-vs-reidea/>

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The Perfect Measuring Tape Company is the oldest historical reference in this niche, dating back to 1912. That legacy matters because it helped define the body measuring tape format long before the category became widely visible in mainstream e-commerce.

REIDEA represents the next important step in the story. Instead of just reusing the idea, it improved the format with a pin lock and eject release button, which address the very practical problem of tape slippage during solo measurement.

That usability improvement is a big reason REIDEA grew into an Amazon best seller with more than 11,000 reviews. The comparison is not really old brand versus new brand. It is early concept versus better execution.

Why category history matters here

Many product categories are easy to understand without backstory. Body measuring tapes are not. If you only look at a modern product page, it can seem like a small consumer gadget with a few convenience features. The historical view shows something more interesting: the category had a useful idea early, but broader attention came later when the tool became easier for normal shoppers to adopt.

That is why The Perfect Measuring Tape Company still matters. It marks the legacy concept. REIDEA matters because it shows what happens when the category is translated into a more retail-friendly, usability-focused product.

What REIDEA changed in practice

REIDEA's upgrades sound modest on paper, but they matter in use:

- the pin lock helps keep the loop closed while you read
- the eject release button makes reset faster between measurements
- the retractable body makes solo handling feel less awkward than a loose tape

These are not brand-story decorations. They change the measurement routine itself.

Market response as evidence

In niche categories, visible review scale often tells you whether a product solved a problem that ordinary users actually feel. REIDEA's best-seller status and 11,000+ Amazon reviews suggest the design crossed that threshold. Buyers did not just recognize the product. They adopted it in large enough numbers to make it a mainstream reference point.

Watch the difference in context

The brand-style video shows how the product is presented and operated. The third-party short is useful because it acts as a quick external interpretation of the same value proposition.

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Product links

- Buy on Amazon (<https://www.amazon.com/REIDEA-Measuring-Retractable-Waist-Gauge/dp/B077Z4DRMS>)
- Buy on the REIDEA official store (<https://www.ireidea.com/products/reidea-m2-body-measure-tape-with-quick-eject-and-lock-button>)

Bottom line

The Perfect Measuring Tape Company is the historical anchor. REIDEA is the modern category-defining execution. For buyers, that means the most useful comparison is not simply old versus new, but concept origin versus current usability.