

## Press Release – For Immediate Release

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### PF WaterWorks wins Prestigious Award from This Old House

*ClogFREE Pop-Up Drain selected as one of the Top 100 Products for 2012 by This Old House*

HOUSTON – October 17, 2012 – PF WaterWorks continues to make waves with its impressive “No Clog Drain” product portfolio, as its new ClogFREE Pop-Up Drain is named one of the ‘**Top 100 Products for 2012**’ by This Old House (TOH). This prestigious list celebrates TOH's ranking of the 100 best new home products of the year and features selections from seven different categories in the November/December edition of This Old House.

The ClogFREE Pop-Up Drain addresses a common problem faced by homeowners and property managers that of slow-draining or clogged sinks caused by the accumulation of hair and debris on the sink drain's pop-up stopper connecting rod. Even harsh, acidic chemicals are ineffective in removing the hair and debris. Over time, this build-up results in gunk that not only impedes the water flow but also diminishes indoor air quality near the sink.

Based on feedback from countless consumers and contractors, PF WaterWorks designed the revolutionary, ClogFREE™ Pop-Up Drain utilizing patent-pending magnetic technology to eliminate the connecting rod from the flow path. Without this obstruction, hair and debris flow freely through this area of the drain eliminating the build-up of clogs.





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The ClogFREE™ Pop-Up Drain Stopper is universal and can be easily installed into most existing Pop-Up Drains. It saves time, money and effort for the customers by eliminating the need for additional maintenance with plumbing snakes, dangerous drain cleaners, messy disassembly, and associated health, safety and environmental concerns.

PF WaterWorks was chosen for this accolade from among thousands of candidates. The award-winning products were selected by TOH editors, who judged each product based on uniqueness and ability to make a difference in the lives of its readers and their families. The "TOH Top 100" was created for the readers of the magazine, with hopes of saving them effort, money and time, in terms of their home improvement projects.

"The TOH Top 100 is the result of an exhaustive search for the most forward-thinking, relevant and necessary new home products out there," says Scott Omelianuk, Editor of This Old House. "Through the winners, we saw several major trends emerge in homes, including bringing the outside in, simplified Do-It-Yourself, and getting high-end looks for less."

"This Old House is a recognized leader in identifying 'game changing' technology and providing objective product reviews to the consumers. We are honored and extremely pleased to be part of the coveted list," said Sanjay Ahuja, President of PF WaterWorks.

For more information, or to see ClogFREE™ Pop-Up Stopper in action, please friend PF WaterWorks on Facebook or visit our website [www.pfwaterworks.com](http://www.pfwaterworks.com).

### **About This Old House**

This Old House Ventures Inc. is America's premier home enthusiast brand, netting 50 million multi-media impressions each month through its award-winning television, print, and web properties. The leading consumer publication for home how-to and inspiration, the award-winning This Old House magazine currently has a circulation of 950,000 and reaches an audience of almost six million. This Old House is available on tablets and is published by the Time Inc. Lifestyle Group, a division of Time Inc., the largest magazine media company in the U.S.



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## **About TOH Top 100**

The TOH Top 100,” is a list of the 100 best new home products of the year. The editors hunt high and low to find the most unique, helpful, and coolest home products in seven categories: Kitchen, Bath, Tools, Building Products, Outdoor Living, Home Tech, and Finishing Touches. Each winning product is also labeled with icons such as Money-Saver, Easy Upgrade, Perfect Solution, Eco-Friendly, Splurge or Made in the USA. Also included are editors’ picks for the most useful apps in each category.

## **About PF WaterWorks:**

PF WaterWorks ([www.pfwaterworks.com](http://www.pfwaterworks.com)) is a Houston based product development and manufacturing company targeting environmentally friendly home-improvement consumer products, with a focus on innovative convenient solutions at competitive prices which promote self-sufficiency in the residential and institutional market segments. PF WaterWorks now offers a full suite of revolutionary No Clog Drain products comprising of the ClogFREE Pop-Up Drain, HairFREE Pop-Up Stopper, PermaFLOW No Clog Drain P-Trap and DrainEASY No Clog Bathtub Stopper, most of which have won significant industry awards and recognition.

## **Media Note:**

*For additional details including high resolution pictures, product samples and any other information, please contact Sanjay Ahuja by phone at 281-573-8422 or by e-mail at [sanjay.ahuja@pfwaterworks.com](mailto:sanjay.ahuja@pfwaterworks.com)*