

**Press Release – For Immediate Release**

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**‘DrainEASY™ No Clog Bathtub Stopper’ selected finalist for IHA 2013 Innovation Awards**

***Patented ‘grip and rip’ technology eliminates trapping of hair and build-up of clogs***

HOUSTON – March 2, 2013 – PF WaterWorks continues to make waves with its impressive “No Clog Drain” product portfolio, as its new product DrainEASY No Clog Bathtub Stopper is named one of the five finalists by International Housewares Association (IHA) for the 2013 Innovation Award. This prestigious award honors those companies who are bringing, innovation to consumer housewares.

One of the most common problems faced by all homeowners is slow or clogged bath tub drain – caused primarily by the accumulation of hair – which is not only gunky but also very frustrating. DrainEASY No Clog Bathtub Stopper minimizes the hair build-up and eliminates the problem. No more frustrating snaking or the need to use hazardous chemical.



DrainEASY is universal and easily replaces most standard bathtub stoppers. It utilizes patented Grip-n-Rip™ clog prevention technology that capture hairs in the grate and each time you open and close the stopper, the hairs are pulled and ripped reducing the possibility of hair build-up. The ripped hairs easily flow through the drain. It eliminates the need for additional maintenance such as plumbing snakes, dangerous drain cleaners, messy disassembly and associated health, safety and environmental concerns.

***Simply put, it is an in-built “Hair Chopper” in a Stopper.***



The judging panel for the IHA Innovation Awards included housewares merchants from retailers such as Ace Hardware, Lowes, JC Penney, Pier 1, The Container Store, ShopKo, Cook's Warehouse, Kitchen Window and A Southern Season. Other judges included editors from the Kitchen Boy blog and Brides Magazine and many distinguished industry designers.

"We are pleased to honor exhibitors' cutting-edge innovations. Congratulations to all of the finalists," said Phil Brandl, IHA President

For more information, or to see DrainEASY™ No Clog Bathtub Stopper in action, please visit us at **booth N6552** at the International Home and Housewares Show in Chicago from March 2-5, 2013.

#### **About IHA Innovation Awards:**

The Innovation Awards, now in the second year, honor those companies who are bringing, as the award would indicate, innovation to consumer housewares. The products are judged in the areas of Innovation, Appearance/Style, Consumer benefits, Ecological responsibility, and Market impact & positioning. The Innovation Award judges are a cross section of retailers, designers and media who bring a unique perspective to the criteria.

#### **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.

#### **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)*