

## Press Release – For Immediate Release

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### PF WaterWorks launches 'HairFREE™ Pop Up Drain' at Housewares Show 2012

#### *Patent Pending HairGuard™ technology prevents trapping of hair and build-up of clogs*

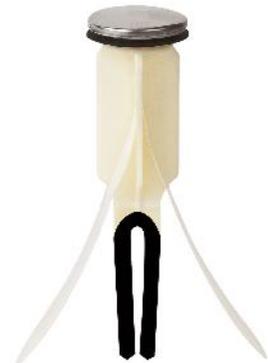
HOUSTON – March 1, 2012 – Slow or clogged sinks is one of the most common problems facing homeowners. From a technical point-of-view, build-up in the P-trap is one contributor to this problem, as is the accumulation of hair and debris on the standard Pop-Up Stopper connecting rod, located inside the drain.

Over time, this build-up results in clogs which not only impede the flow of water, but also contribute to an unpleasant odor in the sink areas. Attempts to solve these problems have led to the use of harsh chemicals which pollute water, further degrade air quality and cause safety concerns in the home.

Finally, there is a better, greener solution.

Houston-based **PF WaterWorks** is ready to launch the revolutionary **HairFREE™ Pop Up Drain**, at the 2012 International Home and Housewares Show in Chicago.

The HairFREE™ Pop-Up utilizes patent-pending HairGuard™ technology to stop the drain from trapping hair and alleviate the build-up of clogs. The HairGuard isolates the pop-up stopper connecting rod, diverting water, hair and other debris safely down the drain. This addresses the accumulation problem and eliminates the need for additional maintenance such as plumbing





snakes, dangerous drain cleaners, messy disassembly and associated health, safety and environmental concerns.

The HairFREE™ Pop-Up Drain Stopper is universal and can be easily installed into most existing Pop-Up Drains. Installation of HairFREE™ Pop-Up Stopper along-with the PermaFLOW® – No Clog Drain provides a no-clog drain system from the sink to the wall. This helps reduce the possibility of clog build-up down the line, because there is no clog created in the drain line, and the debris flows freely with water through the drain system.

As an additional advantage, if an item is accidentally dropped down the drain, the HairFREE™ Pop-Up Stopper is easily removed (without the need to go under the sink and removing the connecting ball rod), providing access to the PermaFLOW No Clog Drain for quick retrieval.

For more information or to see HairFREE Pop-Up in action, please visit PF WaterWorks at **booth N6552** at the **International Home and Housewares Show** in **Chicago** from **March 10-13, 2012**.

**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)*

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