

**Press Release – For Immediate Release**

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**PF WaterWorks unveils ‘No Mess Toilet Plunger for Dummies’ at the IHS 2012**

***The No Mess Plunger never touches water offering an effortless and sanitary way to clear toilet clogs***

HOUSTON – March 1, 2012 - Most people will admit to having had a clogged toilet at one time or another, but few like to remember the splashy mess, the cleaning, the germ storage issues and the other perils of this often unsanitary undertaking. The typical solution for homeowners has thus far been either to grab a standard plunger or harsh chemicals that can damage pipes, before calling a plumber.

Finally, there is a better solution.

Houston-based **PF WaterWorks** is happy to launch the – **No Mess Toilet Plunger for Dummies™**, at the 2012 International Home and Houseware Show in Chicago. The No Mess Toilet Plunger easily unclogs the toilet but without the fuss, mess or splash. Gone are the standard dirty plunger and harsh chemical drain cleaners, eliminating a host of health, safety and environmental concerns.



Constructed from strong vinyl and flexible steel rings, The No Mess Toilet Plunger is a high-volume bellows that effortlessly operates from the top of the toilet seat rim, pushing compressed air through the water in the toilet bowl, directly targeting the clog.



The patent-pending **Pressaire™ Technology** delivers a blast of air – more than twenty-five times the air volume of a standard plunger – and never touches water. Clogs are cleared in a sanitary manner leaving the germs where they belong, in the bowl.

When the clog is cleared, the No Mess Toilet Plunger can easily be folded and stored in a convenient location. The No Mess Toilet Plunger is a better, simpler, safer and more eco-friendly way to eliminate one of the most unpleasant problems in the home.

For more information, or to see the No Mess Toilet Plunger for Dummies 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.

#### **About For Dummies®**

After nearly 20 years and with more than 200 million copies printed, For Dummies is the world's bestselling reference series, well known for enriching people's lives by making knowledge accessible in a fun and easy way. Loyal customers around the globe agree that For Dummies is "more than a publishing phenomenon ... [it is] a sign of the times," [The New York Times]. The books span every section of the bookstore, covering topics from health to history, music to math, sports to self-help, technology to travel and more. The For Dummies brand presence is further expanded with the addition of eBooks, a corporate custom publishing program, a robust consumer website and a licensed product line that includes consumer electronics, culinary, crafts, video, software, musical instrument packs, home improvement, automotive, game and more. For more information, visit [Dummies.com](http://Dummies.com). For Dummies is a branded imprint of Wiley.



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## **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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