

**Press Release – For Immediate Release**

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**PF WaterWorks unveils ‘PlungeMAX™ - The No Mess Plunger’ at the NHS 2010**

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

HOUSTON – April 30, 2010 – 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 **PlungeMAX™** – **No Mess Plunger™**, at the 2010 National Hardware Show, on the heels of the company’s successful launch of the revolutionary PermaFLOW® – No Clog Drain in 2008.

The PlungeMAX 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, PlungeMAX 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 PlungeMAX can easily be folded and stored in a convenient location. PlungeMAX 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 PlungeMAX in action, please visit us at **booth 3317** at the **National Hardware Show** in **Las Vegas** from **May 4-6, 2010**.

**About PF WaterWorks:**

PF WaterWorks ([www.pfwaterworks.com](http://www.pfwaterworks.com)) is a Houston based product development and manufacturing company targeting 'GREEN' drain management. With a focus on respect for each customer's time, effort and money, and a commitment to help improve our environment, PF WaterWorks offers innovative, eco-friendly and convenient products to improve self-sufficiency in the residential, commercial, industrial and hospitality sectors.

**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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