

## Press Release – For Immediate Release

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### 'PlungeMAX™ - The No Mess Plunger' wins 'Handy Innovation Award' and the 'Handyman Club of America Seal of Approval'

***Never touches water offering an effortless and sanitary way to clear toilet clogs***

HOUSTON – Nov 11, 2010 – "PlungeMAX™ - No Mess Plunger" by PF WaterWorks, the makers of PermaFLOW® – No Clog Drain has been selected by the editors of the HANDY magazine to receive the Honorable Mention in the 10th Annual HANDY Innovation Awards that honors products demonstrating outstanding improvements in design, features and performance.



The PlungeMAX revolutionizes the process of unclogging a toilet in a sanitary way, by freeing the blockages using a high-volume bellows design that rests on the toilet rim and never touches water eliminating the need for the standard dirty plunger. Since the PlungeMAX does not get wet, it helps prevent the spread of disease carrying bacteria, viruses and germs in the toilet bowl.

PlungeMAX also earned the "Member Tested and Recommended" Seal of Approval from Handyman Club of America®, the largest do-it-yourself club in the United States. A panel of Handyman Club members approved the PlungeMAX via the Club Product Test Program in which the members test and rate the products on quality, performance, design, versatility and value.

"We are honored to receive this prestigious award and the Handyman Club's approval is an important testimonial for the PlungeMAX", said Sanjay Ahuja, President of PF WaterWorks.



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When compressed by the seat, the PlungeMAX generates a blast of air more than twenty five times the volume compared to a standard plunger, releasing the clog in a sanitary manner leaving the germs where they belong, in the bowl. After the clog is cleared, the PlungeMAX can easily be folded and stored behind the toilet tank or in a convenient location.

After our bathroom toilet got completely clogged by a guest and almost flooded the floor, I used the product as directed. It surprised me. Normally I would have had to use a plunger and a snake, said Maryalice Goetzinger, one of the Handyman Club Product Testers from Milwaukee, WI.

#### **About HANDY and Handyman Club of America:**

HANDY and the Handyman Club of America represent the core of America's home-improvement experts: the consumers who are always remodeling or improving their homes, woodworkers who spend weekends in their workshops and guys and gals who are as good with metal and machines as they are with maple and moldings. Now in its 10th year, the HANDY Innovation Award program is known for honoring products that showcase initiative, creativity, invention, reinvention and eco-innovation.

#### **About PF WaterWorks:**

PF WaterWorks ([www.pfwaterworks.com](http://www.pfwaterworks.com)) is a Houston based product development and manufacturing company targeting environment friendly home improvement consumer products with focus on self sufficiency and reduced energy consumption. 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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