



# Fresh 'N' Your Sink

Before

After



## Family Household Market:

- Targeting **Adults 25-54** who primarily shop for household
- **34 million** families with children under the age of 18 (*U.S Census*)
- **53%** reported believe that food bacteria gets them sick at least once a year
- **42%** reported would immediately purchase if it was available for sale. (*January 2007*) focus group
- **12,500,000** potential US customers today

## Workplace (Office, Restaurant, Bar) Market:

- **8.3 million** Offices, restaurants, & bars in US (*National Restaurant Association & US Census*)
- **58%** reported they're afraid to touch the sponge at work
- **3,100,000** potential US customers today

## Customize to your Life:

Durable bactermination station *organizes & air-dries* all cleaning tools (dishrags, sponges, scrub brushes). Customized to your home with the support of suction cup base & wall/door mount base. Cleaning tools will stay organized & air-dry *eliminating bacteria*.

## Fresh 'N' Sink™ Features:

- **Easy to use** – no assembly required
- **Organizes and Air-Dries** all sink cleaning tools
- **Additional storage** for soaps, sanitizers, drain plugs, etc.

## Retail Benefits:

- **Prevents bacteria** growth in cleaning tools
- **Prevents clutter** in the sink space
- **Great educational training aid** for washing & cleaning

## Customer Testimonials:

"...bacteria freaks me out, when can I buy this product?"  
 "...I hate draping my rags and sponges on my sink to clean!"  
 "...you invented this, why is this not for sale now?"  
 "...my sink is my home; your product would change my life!"  
 (*January 16, 2007 focus group feedback*)

## Legal Documentation:

- Patent Pending
- International Treaty on File
- Trademark Pending

**1**



Insert suction cups to bottom base of Fresh 'N' Sink

**2**



Insert rag hook hanger, sponges, soaps, etc

**3**



Wet down surface and suction it on/in your sink, countertop, bathtub, or hang from optional wall/door mount

Under Sink Mount

