



FOR IMMEDIATE RELEASE

Rinse Ace[®] 2-in-1 Convertible Showerhead[™] Offers Households the First-Ever Fixed Showerhead with a Detachable, Quick-Connect Hose

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Menomonee Falls, WI - Want the flexibility of a handheld shower but don't want the extra clutter? With the patented Rinse Ace[®] 2-in-1 Convertible Showerhead[™], consumers now have the perfect tool that can be used for a variety of tasks, including cleaning their shower, rinsing children's hair and bathing the dog. And best yet, they still enjoy an invigorating showering experience daily. The Rinse Ace[®] 2-in-1 Convertible Showerhead[™] is the only fixed showerhead with a detachable, quick-connect 6' hose with on/off sprayer.

How it Works:

The Rinse Ace[®] 2-in-1 Convertible Showerhead's six-foot hose with sprayer "quick-connects" to the center of the spray face only when needed. When the hose is connected, water does not flow from the showerhead, and only flows from the sprayer when its lever is pressed which conserves water and keeps the user dry when rinsing. The sprayer hose can be used to bathe a dog, rinse off and clean the shower, all without the hassle of rags, sponges and buckets of water. It can be easily disconnected and stored for later use so there is no unsightly hose to clutter the shower.

There are three models available in a selection of finishes to match white, chrome, satin nickel and polished brass plumbing fixtures. The 3 1/2" Capri model features a single setting and 40 spray jets. The 6" Rainfall model has 75 drenching sprays from a single setting. The 5" Tahoe model has 4 settings – full spray, massage, spray & massage and pause.

Select models of Rinse Ace[®] 2-in-1 Convertible Showerhead[™] are available at amazon.com, mass retailers, home centers and hardware stores for \$19.95 to \$44.95. The full line is available for purchase from the manufacturer at www.rinseace.com and 1-800-867-4673 or 262-703-0011.

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Idea Factory, Inc. was started in 1994 by husband/wife team, John and Patty Mueller. Patty will tell you John is the "idea" guy and John will admit Patty "makes it happen" (the "factory"). Garrett Butrym, Vice President - Sales & New Business Development joined the Muellers in 2001. Others have arrived over the years that have stuck with them ... that's to say, John is no longer the only guy with ideas and Patty has lots of help now. Without their dedication, Idea Factory wouldn't be what it is today!

Idea Factory, Inc. is a certified Women's Business Enterprise providing RINSE ACE[®] and PRO-FLOSS[®] Brand Bath and Shower Products to the nation's leading retailers, regional chains and local "mom and pop" shops, as well as hotels. We have grown over the years by listening to our customers and those who have purchased our showerheads, shower accessories and pet bathing products, to learn what we can do to improve our existing products and introduce new products.

Take a tour through our sites and learn more about RINSE ACE[®] Brand shower heads, shower accessories, baby rinsers, bath safety products and dog bathing supplies and PRO-FLOSS[®] Brand oral irrigators.