



A More Convenient Way to Clean Your Tub and Shower

FOR IMMEDIATE RELEASE

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Menomonee Falls, WI – Ever wish there was a magic wand that could clean your tub and shower and was safe on all of your bathroom surfaces? Idea Factory, Inc. has expanded its Rinse Ace® brand shower products line with the launch of the Scrub and Rinse Wand® Cleaner, the perfect cleaning solution for keeping the tub and shower spotless.

The Scrub and Rinse Wand® Cleaner makes cleaning your tub and shower more convenient because it's the only cleaning wand that allows you to not only scrub but also rinse away the soap and grime. The two-foot long handle and pivoting head make it easier to get into corners and other hard-to-reach areas without getting on your hands and knees.

Many cleaning products are loaded with toxic chemicals that produce unhealthy fumes. The Scrub and Rinse Wand® Cleaner uses disposable scrubbing pads that are filled with Simply Safe™ Cleaner, which is safe on bathroom surfaces and your skin. The pads can also be removed and used to clean other surfaces in your bathroom.

How it Works:

The Scrub and Rinse Wand® Cleaner is simple to install and use. First, remove the existing showerhead and then twist the patented shower connector onto your shower arm one time only. Then reattach your showerhead. When ready to use the wand, attach the six-foot hose to the shower connector and attach the wand to the other end of the hose. To wet the pad and activate the cleaner, press the button on the wand handle. This is the same button used to rinse all the dirt and grime down your drain. When you're finished, detach the hose for easy storage.

The Scrub and Rinse Wand® Cleaner Starter Kit contains a two-foot scrubbing wand, six-foot rinsing hose, shower connector and five scrubbing pads. It retails for approximately \$24.95. A Refills Kit with five or twenty-five scrubbing pads is available for \$3.95 or \$14.95, respectively. Both can be ordered online at www.rinseace.com and by phone at 1-800-867-4673 or 1-262-703-0011.

For more information, visit www.rinseace.com and www.simplysafeproducts.com.

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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.