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For Immediate Release:



REVOLUTIONARY PLUMBING PRODUCT CREATES NEW INDUSTRY STANDARD

PermaFLOW™ - A Combination P-Trap Replacement and Innovative Drain Management System to be Featured at the BIS '07 Building Industry Show in Long Beach, November 15-16

Houston, TX, November 14 – PF WaterWorks, a Houston based consumer products company, is set to launch its revolutionary plumbing product PermaFLOW™ - the first ever p-trap replacement and drain management system on November 15-16 in the Technology-Green Pavilion at the BIS '07 Building Industry Show in Long Beach, California.

Sanjay Ahuja, Vice President of PF WaterWorks, said, "PermaFLOW™ is a premium product with highly innovative features that not only replace the traditional p-trap, but provide continuous pro-active maintenance for the drainage system. Because conventional p-trap technology hasn't experienced any major changes since Roman times, the revolutionary PermaFLOW™ Drain Management System is really changing history. Already patented, and with other patents pending, this is the next generation of drain management.

PermaFLOW™ has been affirmed with the stamp of approval by IAPMO testing and received UPC certification for the US and Canada." PermaFLOW™ is proudly designed and manufactured in the USA.

Although a conventional p-trap serves as a necessary component of a drainage system, the simple design has always been prone to problems. PermaFLOW™ Drain functions like a p-trap in normal use, but also has added technology to ensure the "permanent flow" of water. Unlike traditional p-traps, PermaFLOW™ is made of clear ABS plastic, so potential problems are not only seen, they can be diagnosed and quickly remedied. The inlet and outlet pipes on PermaFLOW™ are angled to increase flow turbulence. This helps break and propel debris which minimizes deposition and prevents the sink from becoming clogged. Inside PermaFLOW™ there is a "first ever" rotating paddle that can clear blockage with a turn of the outside mounted dial. This rotating paddle feature also provides users with a by-pass mode to quickly avoid the blockage until convenient maintenance may be performed – as well as the ability to lift and easily retrieve items dropped down the drain.

Equally important, the environmentally friendly PermaFLOW™ also eliminates the need for expensive and potentially dangerous or harmful chemicals. PermaFLOW™ is Green by Design!

"In an industry where one anticipates surprise at new developments, I have heard astonished plumbers say this is not a trap- it is a drain. I want this in my home! Women, on the other hand, excitedly report that now I can show off my plumbing and I can fix it myself! I have to be thrilled with these reactions," said Kent Beck, President of PF WaterWorks.

PF WaterWorks, Ltd. has formed with one goal in mind- Look at the obvious needs people have and offer new solutions. With a focus on improving self-sufficiency, respect for customer time, effort and money and the commitment to help improve our environment, PF WaterWorks™ will simplify, modify, or develop new products for the residential, commercial, industrial and hospitality sectors.

For more information call 281-573-8422 or visit our website at www.pfwaterworks.com.

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