

**For More Information:**

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## **Rinse Ace® Brand Overview**

Idea Factory, Inc., based in Menomonee Falls, Wisconsin, has developed a line of products under the Rinse Ace® brand that makes tub and shower cleaning, showering and pet bathing more convenient. Rinse Ace products can be found at locations nationwide. Please visit [www.rinseace.com](http://www.rinseace.com) to find a complete listing.

### **About the Company**

The Rinse Ace brand was born out of necessity in September 1993 at the home of founders John and Patty Mueller. John, typically the “bathroom cleaner” in the relationship, asked Patty if she would clean the small shower stall in their home. Patty, with a different concept of the process than John, proceeded to empty a bottle of Tilex® on all surfaces and left the chemicals to eat away the crud. Unaware of this, John received a mild chemical burn on the bottom of his feet when he stepped into the un-rinsed shower later that evening. They both agreed that there had to be an easier, safer cleaning process.

John knew a hand-held shower could easily rinse the walls, but he hated the look of a clunky apparatus hanging there all the time. He wanted a permanently installed, quick-connect valve on the shower arm. This would allow him to plug in a hose with a sprayer when he needed it and store it when not in use. In searching for solutions, what Patty and John found in stores was disappointing: handheld showers, slip-on sprayers for tub spigots, flip switch diverter valves (for those who wanted a fixed showerhead and a handheld shower), everything but a quick-connect valve and hose combination.

They started asking others about their shower cleaning and rinsing experiences and discovered the problems associated with the task were universal. John’s idea of creating a removable hose was met with support and encouragement.

Given this positive reaction, John and Patty decided to proceed with the engineering design, prototype development, patent application and additional market research for such a product. The first product, Power Sprayer™, became a reality and started selling on QVC in July 1995. The Power Sprayer then began appearing in catalogs and stores.

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While the Power Sprayer was invented to clean the shower, other uses soon became apparent. It was great for rinsing legs while shaving, washing children's hair, rinsing mini blinds and bathing family pets. Dog owners, in particular, began clamoring for the product, because of its versatility for bathing their animals.

Most pet owners who used the Power Sprayer early on were completely satisfied with it because it outperformed the slip-on faucet sprayers. Their only suggestion was to make the hose longer. As a result, the Pet Shower Deluxe was developed with the longer hose and a "groomer style" sprayhead specifically designed for use with pets.

Today, The Idea Factory, Inc., certified as a Women's Business Enterprise since 2004, has expanded their product line to offer a full range of shower and pet care supplies. They are continually developing new products to meet the everyday needs for pets and people alike.

### **Rinse Ace Brand Product Line**

#### **Pet Shower Deluxe**

Designed for indoor use, this product has an eight-foot detachable hose with sprayer enabling one to easily attach it to and remove it from the showerhead. Water flows only when the sprayer lever is pressed, controlling water flow to more effectively bathe one's dog. It is available at Petco, Petsmart, Target and other retailers for a suggested retail price of \$29.95.

#### **2-in-1 Showerhead® System**

The Rinse Ace 2-in-1 Showerhead System's six-foot hose with sprayer quickly connects to the center of the spray face when needed. The hose can be used for bathing the dog and rinsing and cleaning the shower. The hose can be disconnected and stored for later use while the showerhead provides an invigorating showering experience daily. It is available at The Home Depot and other retailers in white and chrome finishes for a suggested retail price of \$19.95 to \$29.95.

#### **My Own Shower™ Children's Showerhead**

The My Own Shower Children's Showerhead is a three-foot hose that connects to the existing showerhead. Parents simply connect the hose to the "adult" showerhead when needed. The showerhead also can be positioned at different heights to adapt to the child's size. The water flows from an animated fish mouth to create a more enjoyable experience for kids. My Own Shower™ Showerhead is available at The Home Depot and other retailers for a suggested retail price of \$15 to \$20.

**Scrub and Rinse Wand® Cleaner**

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 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. The Scrub and Rinse Wand® Cleaner Starter Kit and Refills are available for \$14.95 to \$24.95 from the manufacturer.

**Additional Rinse Ace Brand Products and Pet Accessories:**

**Power Sprayer™ System:** Approximate retail: \$19.95

**Extra Connector:** Approximate retail: \$9.95

**Indoor/Outdoor Pet Sprayer:** Approximate retail: \$29.95

**Pet Hair-Snare™:** Approximate retail: \$2.45

**Shampoo Mitt:** Approximate retail: \$4.95

**Bathing Mats:** Approximate retail: \$5.95-\$9.95

**Bathing Tethers:** Approximate retail: \$9.95

**Microfiber Towel:** Approximate retail: \$9.95

**Pet Bathing Caddy:** Approximate retail: \$9.95

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