



# NEWS RELEASE

FOR MORE INFORMATION, PLEASE CONTACT:

Andrea Melvin (419) 841-6616

[andrea.melvin@jawsinternational.com](mailto:andrea.melvin@jawsinternational.com)

## STOP SHIPPING WATER; IT'S THE RIGHT THING TO DO!

*New Cleaning Solutions Concept will Change the Way the World Cleans*

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**Toledo, OH:** *Stop Shipping Water...it's the Right Thing To Do*, is the foundation for JAWS<sup>®</sup>, an acronym for Just Add Water System, a new cleaning solutions concept utilizing a cartridge system and reusable bottles and sprayers. The JAWS<sup>®</sup> cartridge system provides metered amounts of cleaner concentrates and seamlessly converts 32 ounces of water into powerful cleaning solutions. The initial product line consists of a Glass & Hard Surface Cleaner, a Multi-Purpose Cleaner/Degreaser, a Disinfectant Cleaner Degreaser and a Bathroom Cleaner/Deodorizer.

The JAWS<sup>®</sup> concept is one that is very simple; each small 10 ml. cartridge is filled with enough liquid cleaning concentrate to create a 32 oz. bottle of product. Fill the bottle with water at your own faucet, drop the cartridge into the neck of the bottle, insert the sprayer and tighten, causing the cartridge bottom to drop. The colored concentrate then dispenses throughout the water. When you're done, repeat the process with a new cartridge and reuse the same bottle and sprayer.

JAWS<sup>®</sup> International, Ltd. has patented this concept and has been perfecting and selling the system to the commercial marketplace for multiple years. Now that the product line is more fully developed, JAWS<sup>®</sup> International, Ltd. is ready to introduce this innovative technology to the consumer marketplace.

JAWS<sup>®</sup> greatly reduces freight requirements as a truckload of cartridges is the equivalent of 30 truckloads of ready-to-use product. The warehouse and retail space requirements are a fraction of what is required for today's water laden products. The space required by the consumer to store cleaners is also greatly reduced. The supply chain, the retail stores and the consuming public are ready for environmentally responsible cleaning solution technologies.

These products are packaged with attention grabbing labels and easy to understand messaging and graphics. JAWS<sup>®</sup> associates will be providing demonstrations of this innovative new concept and displaying their packaging and merchandising programs at the Affordable Innovation event on Oct. 7 at the Hilton New York.

Please visit our exhibit and see why JAWS<sup>®</sup> just may change the way cleaning solutions are sold and purchased in the future. Stop Shipping Water...it's the Right Thing to Do!