



## An Innovative Product Consumers LOVE

With the Power to Become the Category Leader.

In product tests, consumers loved this revolutionary cleaning tool, preferring it to their traditional scrubbing sponge 2-1.\*\* Why? Because traditional scrubbing sponges can't match DishFish's™ non-scratch scrubbing power, durability or bacteria odor inhibiting qualities. DishFish™ brings needed innovation to a tired category!



### THE ULTIMATE DISH-CLEANING TOOL THAT GIVES CONSUMERS:

The **POWER** to reduce bacteria odors—naturally—with no toxic chemicals

The **POWER** to last 2.5x longer than the leading scrubber/sponge\*

The **POWER** to cut through tough messes without scratching even sensitive surfaces

The **POWER** to flex and conform to tight spaces while quickly releasing food and grease particles



### DishFish™ Fills a Void in the Market

**84%**

of consumers want a powerful, germ-fighting scrubber\*\*

Resists  
Bacteria Odors  
Naturally

Highest-ranking statement to influence product trial

**58%**

of consumers are disappointed in their sponge/scrubber's performance related to bacterial issues\*\*



# What's the Secret?

## Exclusive PowerCell Technology™

**Resists Bacteria Odors—Naturally**  
Flow-through cells quickly release water, food and grease to resist bacterial odors.

**Long-Lasting Power**  
Powerful, open-cell structure cuts through tough messes in warm water, and even tougher messes in cold water!

**Flexible and Scratch-free**  
Soft, pliable material resists breakdown, flexes when wet, and won't scratch – wet or dry.

### Compelling Product Test Results\*\*

**92%** Gave DishFish™ high performance ratings

**78%** Demonstrated intent to purchase DishFish™

**70%** Preferred DishFish™ to their current sponge/scrubber

**4X** More efficient at releasing water and food particles\*

### Why a Fish?

Dives into tight spaces



Fits perfectly in your hand



Cleans cutlery with its gill



Brought to you by technology leader:

Foamtec International Co., LLC—Consumer Products Division

760-599-6349

[www.thedishfish.com](http://www.thedishfish.com) #LoveMyDishFish

Available in Multiple Packaging Configurations

\* In laboratory tests vs. the leading competitor

\*\* Based on limited in-home testing



VETERAN RUN BUSINESS

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