

## AmiCOUR IP Group

### Easy Soak and Rinse Dish Washing Equals Sink Magic® Savings

\*\*\*New Patent Application, Consumer Product Design, and Related IP Assets\*\*\*

#### The Opportunity: *Green Product and Sparkling Margins Makes Washing Dishes Easy*



We aren't going to tell you Sink Magic can make dishwashing fun, but this patent pending new product makes it easier and faster. Sink Magic works by letting consumers fill their sink with water while providing a bypass back to the drain at an adjustable water depth, assuring replacement with warm, clean water when necessary. It's true you can buy a stopper to fill your sink, but who likes digging under dirty dishes and sharp utensils to find the stopper? With Sink Magic, after you soak your dishes, simply add more hot water and detergent to make washing a breeze.

#### Sink Magic Value Equation: *Soak and Rinse versus Scrub and Rinse*

Think soaking, not scrubbing. The idea behind Hermo Malaguit, Jr.'s Sink Magic is simple. Hermo watched how people wash pots and dishes and saw the water running, and running! Soaking prior to washing ends water waste. During soaking, the water molecules provide almost all the elbow grease. Why wash dishes the hard way?

And why waste water? At a flow rate of 1.5 gallons per minute, Hermo counted the gallons: **15 gallons after 10 minutes, 30 after 20, and a whopping 67.5 gallons of water wasted after 45 minutes of scrubbing a family's pots, pans, dishes, silverware, and cups.** This is more than an entire water heater tank, and for an RV, it would nearly empty the reserve tank. Plus, Sink Magic assures health and safety by maintaining a safe washing temperature. The Sink Magic soak and rinse approach saves water, energy, time, labor, and money while meeting safe washing temperature requirements. Sink Magic even pays for itself the first year; and, it's built to last for years.

#### The Dishwasher Myth: *Soak and Load versus Scrub and Load*

When the AmiCOUR IP Group learned about Sink Magic, we assumed people with a dishwasher would not benefit. We were wrong. People say they "rinse and load" but watch them scrub away at the dried on food while the water runs, and runs, and runs. Soaking first using Sink Magic makes loading the dishwasher a snap.

#### Soaring Utility Prices: *Water Bills Are Up 25 Percent Since 2010<sup>1</sup> As Energy Costs Soar*



Sink Magic can save a family of 4 **with a dishwasher** 30 hours of unpleasant work and 6000 gallons in a year. **Hand washing** can save 180 hours and 18,000 gallons of water. For average water bills, the dishwasher savings are about \$25 per year and \$250 for hand washing. And don't forget to add another penny or two per gallon for heating the water, using the rule of thumb of fifty to seventy five cents to heat every 40 gallon tank consumed.<sup>2</sup> And, sewer rates are often tied to water consumption, compounding savings. Finally, consumers can save even more if they fill their Sink Magic basin with dishwater while preparing food and rinsing hands.

#### Become Our Successful Bidder: *License this IP and Take Sink Magic to the Next Level*

Every once and a while, an inventor comes along with a simple idea that works brilliantly and says "home run" all by itself. Hermo Malaguit, Jr., named inventor of Sink Magic, is one of these rare people. Our offer includes rights to the pending patent, access to international and US markets, design and tooling know-how with reference design material, a proven manufacturer in China, plenty of collateral material, and Hermo's expert consulting. Moreover, **Sink Magic is already proving its value in the market place.** Its ready for national debut and distribution; and, Sink Magic is an ideal television product or retail product ready to capture consumers' hearts. **The successful bidder must demonstrate the experience, knowledge, distribution, and resources to take Sink Magic to the next level.**

#### For more information...

Additional information on this intellectual property opportunity is available. Contact J. Scott Bechtel directly at (765) 807-2480 or by email: [sbechtel@amicourip.com](mailto:sbechtel@amicourip.com).

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<sup>1</sup> Source: <http://www.circleofblue.org/waternews/2013/world/the-price-of-water-2013-up-nearly-7-percent-in-last-year-in-30-major-u-s-cities-25-percent-rise-since-2010/>

<sup>2</sup> Source: <http://www.freeby50.com/2008/12/what-does-it-cost-to-heat-gallon-of.html>