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Flush Master Invention In Search of Licensee

An innovative and effective new product designed to solve provide a cost-saving alternative to traditional toilet flushing systems, the **Flush Master**, has been developed by Abram Belles of Wilkes-Barre, Pennsylvania. The invention's unique design enables the product to save gallons of water over time.

Always a source of concern to the budget-conscious homeowner, bills related to residential utilities have particularly come into focus in recent years due to the overall state of the economy. For example, consumers wishing to save more money each month on expenses pertaining to the cooling or heating of their home have been drawn to products that promise a greater degree of efficiency in their operation, such as the newest models of air conditioning units. One area where costs can quietly creep upward is in water usage, which is affected by a number of various items throughout a home. Toilets with ineffective flushing operations and mechanisms can often be the biggest culprits in a higher-than-expected residential water bill.

To this end, the **Flush Master** has been conceived. The **Flush Master** is particularly easy to install within a short period. The product will also save consumers significantly on their water bills and will be made from durable materials, making it a wise long-term investment. The inventor has also developed a working prototype of the **Flush Master** that he has utilized personally with success.

The **Flush Master** is also currently in patent pending status with the United States Patent and Trademark Office.

Mr. Belles now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom products industry are currently being targeted as candidates to eventually commercialize the **Flush Master** on a worldwide basis.

In December 2012, Mr. Belles contracted product management services leader Innovation Direct™ to represent the **Flush Master** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the **Flush Master** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.