



Introduction

A smart, practical and stylish new concept, ideal for every kitchen.

The friable skin of potatoes, fruits and vegetables usually gets caught in traditional cleaning sponges, which then have to be discarded or reused dirty. The alternative of using hard brushes leaves a big mess around the kitchen sink. Both approaches tend to result in accidentally scraping skin off your hands instead of the intended item as well as creating a mess.

Previous solutions to the problem of cleaning fresh fruit, vegetables and potatoes included using overly spacious hand operated appliances, which in themselves are difficult to clean. The scrubbing gloves however, are superbly effective, consume very little space and are extremely easy to clean after use. The gloves and cardboard hanger can feature print, logos, trademarks or any pictorial design.



Shop Display

The gloves are displayed in a professional inviting manner, which ensures that the consumer is conveyed with a positive and relevant impression of the product having a "countryside-feel" to it. When sold in a store selling fresh fruit, vegetables and potatoes, the gloves are situated within close proximity in order to aptly convey it's relevant appropriateness. In hardware stores, the gloves are presented in a wooden display within close vicinity to the checkout counter.



Consumer feedback

A survey of 180 buying customers conducted during the autumn of 2006 revealed a **tremendous degree of satisfaction with the product**, and its unique effectiveness.

The main conclusions from the survey were:

- **94 % were very satisfied with the product.**
- **91 % would recommend the product to friends, family etc.**

Furthermore, the survey demonstrated the wide variety of usage for the gloves in the kitchen, ranging from cleaning of carrots, baked potatoes and beetroots, to pumpkins as well as other vegetables.

The scrubbing gloves have been tested by the Danish Technological Institute to meet **the highest standards for food hygiene and migration.**

The gloves hold a world patent and are currently sold worldwide.