

HYDROCOMB

IMPREDITORE PTY LTD

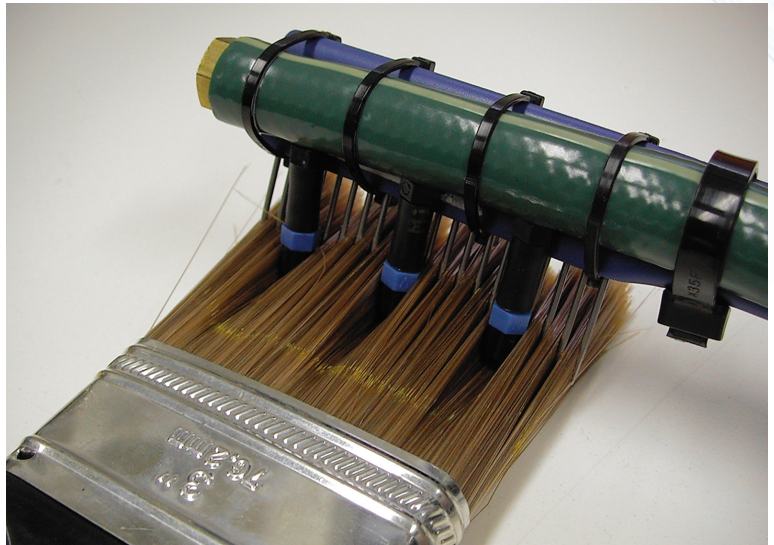
Hydrocomb™ was specifically designed to effectively clean water-based paints from paint brushes with minimal water consumption.

Impreditore approached Kennovations with a basic concept to clean paint brushes more effectively using less water. Kennovations worked with the client to develop the concept into a finished product for mass production. Kennovations scope of work included: competitor testing and research, product design, mock-ups and prototyping, aesthetic and ergonomic development, packaging design and management of production.

Hydrocomb™ is fast, efficient, safe and easy to use. Hydrocomb™ takes less than 15 seconds to remove water-based paint from paint brushes, consuming less water than the traditional methods of using the hose or soaking brushes in a bucket causing bristle damage. It requires no chemicals and is made from long lasting, durable and recyclable materials. Hydrocomb™ is easy to use - simply connect to the common hose connector, turn on the water tap and run teeth through the paint brush bristles. The product has opened up an opportunity to be used in alternative markets, like washing dogs and pets. Entering into international markets is also a key point in the future of the product.

Hydrocomb™ was entered and shortlisted in the 2010 Australian International Design Awards. The product is on the market and Kennovations is working with the client on an adapted design for the pet market.

Hydrocomb™ is available at a wide range of retail outlets and is a fine example of environmental design, driven by necessity.



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