

New Innovation in Female Urine Sampling

European 'P-mate' device to advance bed side manners & patient comfort

HOUSTON, TX (SEND2PRESS NEWSWIRE) – Already widely distributed in Canada, Australia, and Europe, JOE Product Promotions has announced that a portable and disposable peeing device for women, called the P-mate (www.pmateUSA.com), is set to make its debut in the United States.

The P-mate is a portable urinating device that allows women to urinate standing up whenever they need without losing their dignity or more effectively angle urine samples into test tubes. Easy and hygienic, the device is made from recycled flat-packed cardboard and permits women to direct the urine stream comfortably instead of hovering over a toilet.

Fitting perfectly to the contours of a woman's shape and into unzipped pants, the device acts as a funnel allowing women to urinate directionally without having to pull down under or outerwear.

Ideal for hospitals, physicians' offices or the lab, the P-mate is sure to improve patient-health professional relations. As any health practitioner or patient who has needed to provide urine samples can relate, the process of peeing into a bottle is messy and can be embarrassing. It can become even more challenging when some samples are required from mid stream.

Originally invented by Ms. Moon Zijp of the Netherlands in 1988, the product became an overnight success when she demonstrated the P-mate on national television in 1999. Since then, the product has gone beyond the Netherlands into the rest of Europe, Canada and Australia.

The P-mate is set to make its US debut in 2006 with its U.S. distribution hub to be based out of Houston from JOE Product Promotions, USA. P-mates will be made available in packages of five.

For more information, visit www.pmateUSA.com or contact:

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