

Hit P-mate Device Coming to The United States – Allowing Women Worldwide to Pee Standing Up!

LONDON, UK (SEND2PRESS NEWSWIRE) – Already a hit in Canada, Australia, and Europe, a portable and disposable peeing device for women, called the P-mate, is set to make its debut in the United States, announced JOE Product Promotions.

Ladies, have you ever been confronted with the “icky” feeling that comes with a gross or unclean public washroom? The P-mate is set to help you out of these uncomfortable situations.

The P-mate is a portable urinating device that allows women to urinate standing up whenever they need without losing their dignity or risking unhygienic and unpleasant public washrooms. Easy and hygienic, the device is made from recycled flat-packed cardboard. Fitting perfectly to the contours of a woman’s shape and into unzipped pants, the device acts as a funnel allowing women to pee directionally without having to pull down under or outerwear.

Ideal for many situations, the P-mate is sure to become a hit amongst all women who have ever wondered to themselves if:

- * The closest public restroom falls below sanitary conditions and thought perhaps it might be best just to “hold it in” until you get home?*
- * When camping or hiking, the idea of awkwardly positioning oneself behind a bush just is not appealing*
- * When skiing, the idea of running back down the hill only to strip out of bulky ski wear is really worth the whole endeavor*
- * When on a road trip, the truck stop washroom really makes you want to “keep on trucking”*
- * What they would do if there really is no where “to go” and it’s an emergency*

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 US distribution hub to be based out of Houston from the JOE Product Promotions USA office. P-mates will be made available in packages of five.

For more information, or for press inquiries, and interview requests with the P-mate distributor, contact:

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