

Consumer Applications



Toilet Freshener

With its cutting-edge materials technologies, Porex flushes out the best answer to the design of a porous reservoir for a new toilet freshener. The manufacturer is overflowed with market share and customer satisfaction when the product is introduced.



Design Challenge

A consumer products manufacturer requested Porex's assistance in the development of a toilet freshener. The toilet freshener's design required a porous reservoir with unique capillary qualities. First, the reservoir needed to hold detergent within its pore structure when not in use. Second, the reservoir needed to release detergent from its pores during flushing cycles. Thirdly, the reservoir needed to control the volume of delivered detergent.

Solution

Porex supported the development efforts of the manufacturer by supplying a number of custom formulated sheet samples for review and evaluation. Noting performance characteristics and capillary action of the various materials, Porex was able to fine-tune the capillary response of iterative samples through changes in raw material formulation and manufacturing processes. One of the more unique outcomes of this development was the utilization of an embossing manufacturing step to further customize the pore size/pore volume characteristics of the porous reservoir.

Results

The finished reservoir design utilized Porex's material science, die-cutting, and embossing technologies. Once integrated into the form of a finished product the manufacturer realized overwhelming market success and customer satisfaction.

By combining ideas, know-how and proven results with the highest standard of innovation and excellence, POREX Porous Media provides unique solutions for various applications.



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PPG-245-071706-00

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