

## ëkcos innovation

### Introduces EZT-1 “EZ TRAP™” Waterless Urinal Replacement Cartridge

**F**ounded in 2006 by Ed Ramirez and Abel Velazquez, **ëkcos innovations** specializes in the manufacture of anti-splash urinal screens. The company’s flagship product is its **ëkcoscreen** anti-microbial urinal screen, featuring patent-pending Sealed Bristle Technology™.

“ëkcos innovations is the inventor of the **ëkcoscreen** that is changing the urinal screen industry and is raising hygiene standards,” said the company’s vice president of operations, Guillermo A. Ramirez.

The company’s newest addition to its product lineup is the EZT-1 “EZ TRAP™” Waterless Urinal Replacement Cartridge.

“The EZT-1 ‘EZ TRAP™’ was introduced earlier this year and is certified by CSA to meet plumbing standards in the United States and Canada,” Ramirez said.

According to Ramirez, the EZT-1 “EZ TRAP™” saves money for end-users, as company tests show the product lasts up to three times longer than other brands.

“EZT-1 ‘EZ TRAP™’ also doesn’t contain a gel, which eliminates bad odors associated with gel cartridges,” Ramirez said. “In addition, the seal doesn’t become compromised by people throwing coffee, soda, etc., into the urinal, as is often the case with gel-based units.”

According to the company, the EZ TRAP™ not only controls bad odors, but also allows a urinal to be cleaned using unlimited water and cleaners. The patent-pending cartridge system allows the natural flow of urine through the trap, and renews the liquid seal with each use, getting rid of old urine in the system. Also, the end-user can use the cleaner of his or her choice to sanitize the urinal and keep it in proper working condition, providing significant savings.

The **ëkcoscreen**, meanwhile, is an anti-microbial urinal screen designed to prevent splashback and the spread of disease-causing microbes caused by urine impacting the back wall or still water of a public urinal.

**The **ëkcoscreen** is flexible and fits any urinal model, helping make a cleaner public restroom possible. According to the company, product benefits include:**

- Patent-pending Sealed Bristle Technology™ to eliminate urine splashback;
- Anti-microbial technology engineered into **ëkcos innovations’** proprietary resin;
- Emits a fresh, clean scent;
- Designed for heavily used public restrooms; and,
- Is perfect for waterless urinals.

**In addition to its 60-day **ëkcoscreen**, **ëkcos innovations** also offers the patent-pending power screen, which is a 30-day anti-splash urinal screen.**

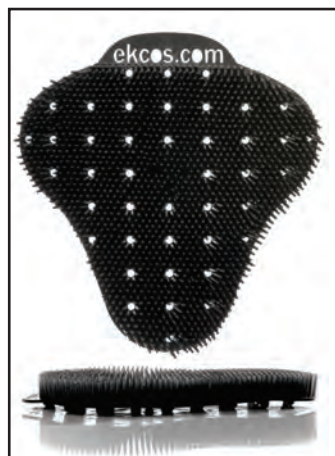
**According to the company, the power screen features:**

- Patent-pending Sealed Bristle Technology™ to eliminate urine splashback;
- Flexible design that conforms to all urinals;
- Proprietary resin infused with time-release deodorant;
- Effective anti-microbial technology;
- Emits a fresh, clean scent; and
- Is ideal for waterless urinals.

“With our anti-splash urinal screens we are offering new colors and more fragrances,” Ramirez said.

Both the **ëkcoscreen** and power screen come in the following colors and associated fragrances: purple, berry; green, apple; blue, mint; orange and clear, tropical fruit; and black, ice mint.

“We have a 100 percent satisfaction rate — anyone who uses our products smiles and is appreciative of the hygiene benefit of our screens,” Ramirez said. “In addition, there is less damage in the restroom because of less urine on the floor and partitions. This results in savings for the end-user in the long term. This is why a lot of companies desire our urinal screens, including a large computer technol-



ogy company that placed our screens in their buildings nationwide.”

According to Ramirez, **ëkcos innovations’** customer base consists of strategic and innovative distributors who pride themselves on carrying premium products. A typical client of the company is one who wants to solve two common problems found in restrooms — cross-contamination at urinals and urine splatter.

Ramirez explained **ëkcos innovations’** primary marketing strategy is selling its products through janitorial/sanitation distributors.

“We have distributors throughout the country, including Hawaii,” Ramirez said. “Outside of the United States, we normally have one distributor who offers exclusivity for a particular country.”

The main distribution center for **ëkcos innovations** is located in Livermore, CA.

“We offer same-day shipping for orders received by 2 p.m. (Pacific time),” Ramirez said. “When an order comes in, it is shipped the same day and tracking is provided by the end of the day.”

“The company has been experiencing incredible growth, not only domestically but also abroad, and we expect this growth to continue.”

One major contributing factor of the company’s growth, Ramirez said, is the high visibility of its products in high-traffic public venues, such as in several large airports throughout the country, which results in high end-user demand.

“Our product exposure in such high visibility locations generates a large amount of interest,” Ramirez said. “As end-users become more aware of our urinal screens and their benefits, they demand that their distributors carry our products. It takes a little time, but it is happening now internationally, as well as domestically. We have had people from Australia contacting us saying, ‘I saw your urinal screens at the Sydney airport. How can I get them?’

“Word of mouth has been a tremendously successful avenue of growth. When end-users get a chance to use our products, they demand them from their distributors.”

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