

Pop-Up Sink Strainer & Stopper

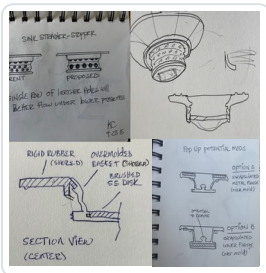
Clever material use innovation merges two products into one, with a sink strainer that effortlessly converts to a stopper with a press of the hand. The hole pattern efficiently drains, and the lower snap-flange design holds a sink full of water without leaking. Finished with a brushed stainless-steel center weight.

Kerry Cooper, co-inventor and designer,
design direction and go-to-market strategy



The development path

from sketchbook to shelf



01 · FIRST SKETCH

April 2015 – Capturing the material-flex concept to create a two-state varied function



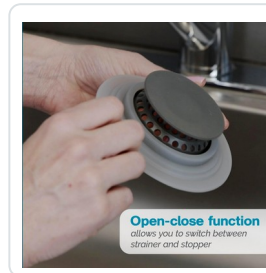
02 · PUSH TO SEAL

Designed to universally fit sinks; functionally flow well when open and seal tightly when closed.



03 · ENGINEERING

Tight tolerances and complicated thickness / hardness were refined to create a 'just right' result



04 · REFINEMENT

Two-tone material joining in production and universal color studies to match consumer sinks.



05 · RETAIL READY

From initial drawing to retail shelves in 11 months. This item became a mainstay for the sinkware category.

Recognition



Global Honoree
Global Innovation
Awards, 2016



U.S. Patented
Utility and Design patents

Proven at retail



4.3 ★★★★★

Average customer rating on Amazon,
399 reviews

Sold well at multiple major retailers including The Container Store, Bed Bath & Beyond, TJ Maxx, Whole Foods, as well as associated ecom web sites and Amazon