

At last, a breath of fresh air for airline passengers!



Freshorize 3 in 1, invented by a member of ideas21, Aziz Patel, has received positive results from its first ever trials of on a commercial airliner, First Choice Airways. The reports findings were very important to the success of Freshorize.

"I am absolutely delighted to learn how well Freshorize worked in controlled in-flight tests with comparisons to current products used in airlines." The report found "all the crew commented on how fresh the toilet was through out the flight" and passenger comfort seated near the toilet had been improved significantly. The crew also expressed in the report that "with these in each toilet we would over come most of the reports received concerning the smells from toilets." Aziz Patel says "I feel the hard work is beginning to pay dividends".

Freshorize 3 in 1 is an effective new product combining a liquid handwash, an air freshener spray and neutralising pad all in one easy-to-use pump-action bottle dispenser. Cleverly hidden and discreet, the air freshener spray is activated when soap is dispensed and the neutralising pad helps eliminate odours. The passenger automatically releases a neutralizing and refreshing spray every time they wash their hands. Passengers can now fly in comfort even when sitting near the toilets.

Aziz first came up with the idea after a long-haul flight when he was seated near a particularly malodorous toilet. Mr Patel switched careers from a Barrister to an entrepreneur to solve this nauseating problem. He came up with a simple patented idea and decided that it was more lucrative than pursuing a legal career.

Mr Patel developed his elegant solution, but then struggled to secure industry backing. "It is very difficult for independent inventors, and I had a very tough time trying to persuade manufacturers that here was a profitable proposition. It was fantastic when we finally made the breakthrough with Tesco."

A domestic version of Freshorize was successfully launched nationwide by Tesco in September 2003 at £2.99, sales are going extremely well and other major supermarkets are now knocking at Aziz's doors.

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