



# NEW PRODUCT

Press Release

## FOR IMMEDIATE RELEASE

Don't get STUCK in the SNOW again.....is the tag line for Spongezz's NEW Tire Traction Pads called "THE ARGONAUT". Manufactured in Canada from U.S.A. raw materials, this product WORKS!!

THE ARGONAUT TIRE TRACTION RUNNERS® were created to answer a Consumer Need identified through market research, where one of the most concerning aspects of driving in the winter is being "Stuck in Snow".

EASY TO USE, you simply place the heavy duty tire pads at the front or rear of your spinning tires and gently accelerate out of the snow. The Argonaut Tire Traction Runners® provide a non-skid surface for your tire, while it grabs the snow beneath to stabilize the pads.

LIGHT WEIGHT, unlike other traction pads on the market, it's made from a feather weight non-woven material which is light to lift, handle and store.

FAST & EASY CLEAN-UP after use, just SHAKE The Argonaut Tire Traction Runners® to remove excess snow and place in your trunk or car. The unique non-woven material dries quickly due to its open weave which ensures maximum air circulation through the mat.

STORES FLAT in your trunk while providing an air circulating aeration base for all objects stored or carried in your trunk. With The Argonaut Tire Traction Runners®, there's no worry about moisture being trapped under stored articles, plus it provides a padded layer of added protection.

This product was designed and patented by "Spongezz Inc." a Canadian manufacturer whose products are sold at many leading retailers in the U.S.A. and Canada.

The Argonaut Tire Traction Runner® is their newest development, which is drawing interest worldwide from countries who share the challenges of snow and cold weather.



FOR FURTHER INFORMATION PLEASE CALL  
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