

## **SMOKE MATE™**

### The Environmental Ashtray

(U.S. Patent No. 5,673,709)



People who smoke on the move or outdoors often have no means for the disposal of their cigarette butts. The result is an unsightly sea of spent cigarette refuse which litters streets, parks, beaches, recreational areas, and otherwise pristine public places.

SmokeMate is a truly portable ashtray that can be safely and conveniently carried in a pocket or purse. A lit cigarette butt is simply pushed through an airtight, spring loaded flap in the top of the device. Within one minute, the ember is extinguished by the lack of oxygen.

SmokeMate is easily emptied by unscrewing the top. In addition, the removable top can be snapped onto the bottom of the unit so that a person can also dispose of their ashes while smoking. When placed on a table or other surface, cutouts on the inside rim provide a place to rest the cigarette. For outdoor activities, a recessed ring in the bottom allows the device to conveniently hang from a golf bag, backpack, or belt loop. The unit can additionally function as a key ring.



Its Eurostyle design with matte black finish and golden aperture ring serve to enhance the appeal of this useful and unique product.

## SMOKE MATE™

### Product Features

#### **Convenient:**

- easy to carry in pocket, purse, or briefcase
- attaches to items such as backpack, belt loop, golf bag, or key chain
- serves both as ashtray and storage receptacle for butts
- easy to wash

#### **User transparent:**

- ease of operation (no special action needed to operate device)
- easy to empty

#### **Safe:**

- cigarette butts extinguish quickly from lack of oxygen
- high temperature polycarbonate material will not burn
- prevents children from ingesting discarded butts

#### **Environmentally friendly:**

- reduces litter in parks, on beaches, sidewalks, ski areas, golf courses, in outdoor recreational areas, and waterways
- prevents small animals from ingesting discarded butts
- helps prevent forest fires

#### **Inexpensive to produce:**

- injection molded
- low parts count

#### **Marketing assets:**

- large potential market
- proprietary device (U.S. Patent No. 5,673,709)
- well-suited as a premium incentive device
- portion of proceeds can go toward environmental efforts
- modern design can be offered in variety of colors, materials, and sizes (i.e. cigar version)
- many different venues for marketing

<b>Applications</b>	<b>Approx. Retail Price</b>	<b>Potential U.S. Market</b>
◆ Pocket cigarette ashtray ◆ Pocket cigar ashtray ◆ Key chain	under \$7.00	◆ 50 million cigarette smokers (USA) ◆ 2,000 golf course pro shops ◆ Outdoor recreational venues ◆ One billion smokers worldwide

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## **The Environmental Impact Of Cigarette Litter**

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While most people are conscious of the unsightly litter of discarded cigarette butts commonly found in public places, they are usually not aware that:

- Over a thousand children a year are hospitalized for nicotine poisoning after ingesting them
- They are the number one form of refuse at public beaches
- They contribute to water pollution through runoff
- They poison wildlife
- They are often the cause of forest fires
- They take at least five years to decompose.

Clearly, cigarette butts are toxic to both humans and the environment and should be disposed of with the same care as any other harmful waste.

SmokeMate™ provides a safe, sleek, effective, and inexpensive means for allowing people to properly dispose of cigarettes.