



Introducing BinClaw – The Ultimate Bin Security Solution!

Toronto, Ontario, Canada – February 20, 2024 – Binclaw, the ultimate bin security solution designed for use with garbage and recycling bins will be unveiled in the Inventors Corner at The Inspired Home Show 2024, March 17-19, at McCormick Place in Chicago, Ill.

BinClaw is revolutionizing the way we secure our garbage and recycling bins. Designed to keep bins secure against animals and strong winds, BinClaw is the best-in-class solution for rollout, garbage, recycling, and organics bins. It is different from existing products due to its unique and user-friendly design and enables consumers to activate the security system by not even touching the bin. It's feature and benefit set is unmatched in this product segment.

Why Choose BinClaw?

- **Cutting-Edge Features:** Say goodbye to cumbersome installations and messy fasteners. BinClaw is all about simplicity and effectiveness.
- **Market Demand:** With two-thirds of North America's largest cities relying on rollout bins, the need for a reliable critter-proofing solution is immense. Market research reveals that 50% of people struggle with animals raiding their bins. BinClaw addresses this pain point.

The BinClaw Advantage:

- **Tool-Free Installation:** No need for tools, templates, or fasteners. Just snap BinClaw on, stretch it forward, and you're done!
- **Single-Handed Use:** Keep one hand free to hold your bag while effortlessly securing the bin. No more fumbling with both hands.
- **Patented Handle:** BinClaw's innovative handle doubles as a lid lifter. Say goodbye to touching grimy bins – your hands stay clean!
- **Universal Fit:** The fully adjustable, premium strap ensures BinClaw fits almost every bin size.
- **Convenient Stowing:** On pickup day, stretch BinClaw down to the wheel axle – it's that simple!

According to inventor and company President, Rick Roos, "We realized that consumer experience in taking out trash/recycling was being negatively affected by something that could be prevented, so we devised a simple solution that alleviates their negative experience; a win-win for all".

Join the revolution in bin security with BinClaw, and dramatically improve consumer satisfaction – it's our goal. Visit us at the **Inventors Corner (IC2)** at **The Inspired Home Show 2024, March 17-19**, at **McCormick Place in Chicago, Ill.**

About Binclaw (www.binclaw.com)

Incorporated in 2023, Binclaw was born out of necessity. The inventor, whose background is in mechanical engineering and building science identified a pressing consumer need to prevent critters from accessing garbage and recycling bins, and realizing that current products could not satisfy that need, decided to solve it once and for all. Keeping out critters is a baseline design requirement, but Binclaw have managed to add great features to the product that enhance the customers' experience of this daily chore.

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