

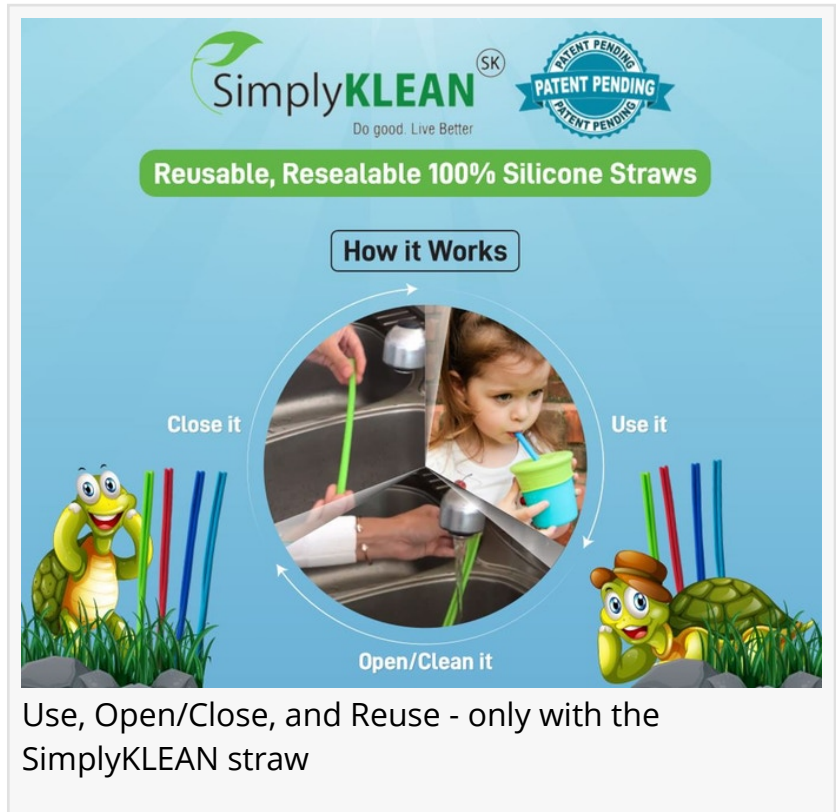
SimplyKLEAN Announces Kickstarter to Bring Resealable & Reusable 100% Food Grade Silicone Straw to Market

SimplyKLEAN has developed an innovative, eco-friendly 100% silicone straw that can be opened and closed for an easy, thorough wash

DENVER, CO, UNITED STATES, August 5, 2019 /EINPresswire.com/ -- When it comes to things families use a lot of, especially families with children, drinking straws are pretty high up the list. Unfortunately, they are also a product that most commonly comes with a lot of negative associations. Most often made of plastic, that can hurt the environment and animals, and only used once—which can be seen as wasteful—it seems like a better way to fill this need should exist. This was the inspiration behind the SimplyKLEAN

Family startup who invented the SimplyKLEAN Straw—a resealable and reusable, 100% food-grade silicone straw—a functional and fun way to have a drinking straw that is safe, healthy and hygienic, while also being eco-friendly. After producing very exciting prototypes, the company has announced they have launched a crowdfunding campaign on Kickstarter from August 1st through August 31st to help get the SimplyKlean Straws into as many interested hands as possible. The enthusiasm surrounding the project is high, in no small part due to the very charismatic video presentations from eight-year-old Sophia and six-year-old Vina—the daughters of SimplyKLEAN's inventor and Founder, which can be seen on the projects Kickstarter page.

“We all care about the impact our existence has with the other wildlife we share our planet with. Like other reusable straws on the market, the SimplyKLEAN Straw addresses the environmental impact of throw-away plastics as well as the safety and hygienic issues that other straws create,” commented Trang (Tracy) Tran, inventor and Founder of SimplyKLEAN Family, LLC.



The graphic is a promotional image for the SimplyKLEAN Straw. At the top left is the SimplyKLEAN logo with a green leaf icon and the tagline "Do good. Live Better." To the right is a blue circular seal with "PATENT PENDING" written twice. Below this is a green banner with the text "Reusable, Resealable 100% Silicone Straws". In the center is a circular inset titled "How it Works" showing a child drinking from a green cup with a straw, and hands washing the straw under a faucet. The cycle is labeled "Use it", "Open/Clean it", and "Close it". On either side of the central image are cartoon turtles holding colorful straws (green, red, blue).

Use, Open/Close, and Reuse - only with the SimplyKLEAN straw

Ms. Tran adds, "Our straw is made of soft silicone, and won't cause accidental lacerations to the mouth like metal, glass, hard plastic, or a wood straw could. The SimplyKLEAN Straw opens fully for a thorough cleaning every time and is resealable for reliable, responsible reuse. It truly is the first straw that solves all health, environmental, and personal safety concerns when it comes to drinking straws, which has us very excited!"

The SimplyKLEAN Straw is extremely easy to completely open and close for cleaning, taking five seconds on average. It can be used for both hot and cold drinks, so it's appropriate for everything from iced drinks to hot coffee without any concerns. Also, the 100% food-grade silicone puts parents' minds at ease knowing this straw will not be harmful to their family.

The campaign for the Patent-Pending SimplyKLEAN Straw has set a goal of \$3,500, with pledges as low as \$13 that come with a variety of different perks that allow the supporter and their loved ones to be among the first to experience this remarkable new product.

Popular YouTuber Nicolas Gonzalez, recently gave SimplyKlean Straws a very enthusiastic five-star review which can be seen here <https://youtu.be/KdK1qrMojoo>.

For more information and to show support be sure to visit <https://bit.ly/simplykleanfamily>.

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The image shows a comparison chart for the SimplyKLEAN straw against other materials. The chart has columns for Plastic Single-Use, Plastic Reusable, Hay/Pasta/Paper, Stainless Steel/Glass, Bamboo, Other Silicone Straws, and SimplyKLEAN Silicone Straws. The rows represent various criteria: Reusability, Hot & Cold Drinks Compatible, Eco-friendly / Plastic-Free, Safety (Low Risk of Getting Lacerations/Cuts), Dishwasher/Microwave/Freezer Safe, Easy to Clean / Straw Brush Not Needed, and Inspectable for mold/bacteria. SimplyKLEAN Silicone Straws consistently receive 'Turtle-Approved!' ratings (green turtles) across all criteria, while other materials are often 'Turtle-Rejected!' (red turtles) or 'N/A'. Below the chart is the SimplyKLEAN logo with the tagline 'Do good. Live Better' and the slogan 'SimplyKLEAN. Do Good, Live Better.'

	Plastic Single-Use	Plastic Reusable	Hay/Pasta/Paper	Stainless Steel/Glass	Bamboo	Other Silicone Straws	SimplyKLEAN Silicone Straws
Reusability	Turtle-Rejected!	Turtle-Approved!	Turtle-Rejected!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!
Hot & Cold Drinks Compatible	Turtle-Rejected!	Turtle-Approved!	Turtle-Rejected!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!
Eco-friendly / Plastic-Free	Turtle-Rejected!	Turtle-Approved!	Turtle-Rejected!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!
Safety (Low Risk of Getting Lacerations/Cuts)	Turtle-Rejected!	Turtle-Approved!	Turtle-Rejected!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!
Dishwasher/Microwave/Freezer Safe	Turtle-Rejected!	Turtle-Approved!	Turtle-Rejected!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!
Easy to Clean / Straw Brush Not Needed*	Turtle-Rejected!	Turtle-Approved!	Turtle-Rejected!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!
Inspectable for mold/bacteria	N/A	Turtle-Approved!	N/A	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!	Turtle-Approved!

Turtle-Approved! Turtle-Rejected! Drawings provided by 8-year-old Sophia Do

SimplyKLEAN SK
Do good. Live Better
SimplyKLEAN. Do Good, Live Better.

See why the SimplyKLEAN straw is better than most other straws on the market.

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