



Content provided in partnership with



Business Services Industry

Ridge Tool Company Launches First Hands-Free Drain Cleaning Machine for Do-It-Yourself Use; New Auto-Spin™ Takes Mess and Mystery Out of Clearing Clogged Drains With Patented CableCommand™ Technology

[Business Wire](#), [Sept 27, 2005](#)

- [E-mail](#)
- [Print](#)
- [Link](#)

ELYRIA, Ohio -- For homeowners, the average drain blockage reoccurs every six months or less. Until now, the solutions have been limited. Call the plumber? For many, this is too time consuming and costly. Do it yourself? A plunger or a "snake" is messy and a lot of hard work; and a liquid drain cleaner is full of harmful chemicals. Consult your Magic Eight Ball? Don't Count On It.

The new Auto-Spin(TM) is the first and only drain cleaning machine on the market that features CableCommand (TM) Technology. This patented technology utilizes a dual-direction AUTOFEED(TM) to advance and retrieve the drain-cleaning cable with the simple push of a lever. Users never have to touch the cable as the AUTOFEED automatically sends it down the line to clear the drain. It also features a unique guide hose that gives the user added reach, contains the rotating cable, and eliminates splatter.

Most Popular

[The Three Laws Of Success](#)
[Effective Project Management With Six Sigma](#)

[10 Jobs That Pay \\$30 An Hour](#)
[Leadership - Ten Ways To Be Better At Leading Teams](#)
[Eight Major Job Trends For 2008](#)

The Auto-Spin is designed to clean sink, tub, and shower drains--where 78 percent of household blockages occur--and works on all pipes that are up to 1.5 inches in diameter. Roughly 75 percent of all drain pipes are this size or smaller.

"Most people think that they don't have the ability to handle common plumbing problems," said Scott Aiello, Director of Marketing, Drain Cleaning and Diagnostic Equipment, Ridge Tool Company. "With the Auto-Spin's unique design, we've taken the guesswork and uncertainty out of common household drain cleaning. Now anyone can clear their drain clogs quickly, effectively and with little to no mess."

The Auto-Spin is a faster, cleaner and more effective solution than chemical cleaners for a number of reasons. Chemical cleaners, which can take a half hour or longer to work, if they work at all, can damage the very drainpipes they are meant to clean, since chemicals are caustic by nature. In addition, these cleaners are hazardous to have around the house, especially for homeowners with small children.

The Auto-Spin's compact size adds to its convenience and ease of use. Weighing only 10 pounds, the Auto-Spin is light enough to tote and stores neatly on a shelf. In addition, it features integrated cord wraps so the cords fit neatly around the machine and the AUTOFEED(TM) assembly snaps securely into the handle. Auto-Spin will be available beginning October 1 at The Home Depot stores and at RIDGID distributors nationwide. MSRP: \$139.

RIDGID also offers Complete Project Support to assist Auto-Spin users. Complete Project Support includes a staff of trained service representatives who are on call to help customers via 1-800-4-RIDGID every Monday-Friday, between 8:00 a.m. and 6:00 p.m. EST. Customers can also visit www.ridgid.com/autospin to download a free demonstrational video that guides users through the drain-cleaning process step by step. An illustrated Quick-Start instructional guide is also included with every Auto-Spin.

Ridge Tool Company, a leading manufacturer of hand and power tools, markets its products in more than 140 countries. The company's broad offering includes threading and drain cleaning machines, and more than 300 types of tools serving the rental, plumbing, HVAC/R, industrial, electrical, petroleum, institutional, commercial, and hardware markets. Ridge Tool is a subsidiary of St. Louis, Missouri-based, Emerson. Emerson is a global leader in bringing technology and engineering together to provide innovative solutions to customers through its network power process management, industrial automation, climate technologies, and appliance and tools businesses.

COPYRIGHT 2005 Business Wire

COPYRIGHT 2008 Gale, Cengage Learning

- [1](#)
- [2](#)
- [Next »](#)