

## **World Patent Marketing Review Committee Says the Changeable Freshener Mat, a New Automobile Invention, Tops the Best iPhone Car Accessories**

*World Patent Marketing Reviews A New Automobile Invention. Will the Changeable Freshener Mat Be the next World Patent Marketing Low Cost Success Story?*

Los Angeles, CA ([PRWEB](#)) December 01, 2015 -- [World Patent Marketing](#), a vertically integrated manufacturer and engineer of patent products, announces the Changeable Freshener Mat, an automobile invention that provides car owners with an easy and convenient way to have clean and fresh smelling car mats at all times.

"The Global Auto Parts & Accessories Manufacturing is worth \$2 trillion," says Scott Cooper, CEO and Creative Director of World Patent Marketing and [Desa Industries Inc.](#) "With the recent recession, people held on to their cars for longer periods and this fueled the demand for replacement parts and accessories. The car mat is one of the items people deferred replacing simply because it was not an integral, moving automobile part."

"Car flooring, particularly mats, experience a lot of direct foot traffic," says Jerry Shapiro, Director of Manufacturing and World Patent Marketing Reviews. "Because of this, car mats are more prone to acquiring dust and bacteria, making it look dirty and smell equally unpleasant. The Changeable Freshener Mat is an automobile invention that will provide an easy way to switch out and replace car mats and provide a pleasant smell at the same time."

The Changeable Freshener Mat is an automobile invention which will be welcomed by all. It may look and feel similar to regular car mats, but what is unique about it is that it is easily replaceable and comes in an array of hues and scents to suit a person's preferences. It features Velcro straps located to make its installation and removal almost effortless, while keeping it in place when stepped on. The fresh scent is provided to ensure that the car smells refreshing and clean.

"The Changeable Freshener Mat is a convenient and easy way to maintain the cleanliness of the car's interiors," says inventor Earl M. "This automobile invention is unlike any other in the sense that it provides a quick solution to having clean car mats at all times without having to pay expensive detailing services. With its practical Velcro straps, one simply sticks it in when installing in new mats or instantly pull it out when in need of replacement. It's as easy as that."

Matthew Delaney, a car enthusiast and automotive blogger from Albany, NY, has this to say about the Changeable Freshener Mat: "As a person who clearly loves cars, I would always want my ride to smell and look nice even from the inside. The Changeable Freshener Mat is a brilliant automobile invention that clearly makes it happen by being able to easily install and switch out when needed."

The Changeable Freshener Mat is something that every car owner should have. By being able to install and replace car mats with ease, vehicles are now made cleaner, fresh smelling and completely hygienic.

### **ABOUT WORLD PATENT MARKETING**

World Patent Marketing is an innovation incubator, a manufacturer of patented products and a patent marketing company. The company is broken into eight operating divisions: Research, Patents, Prototyping,



Manufacturing, Retail, Web & Apps, Social Media and Capital Ventures.

[World Patent Marketing Miami](#) is by your side every step of the way, utilizing our capital and experience to protect, prepare, and manufacture your new product idea and get it out to the market. Get a patent with World Patent Marketing and the company will send representatives to trade shows every month in order to further advocate for its clients. It is just part of the world patent marketing cost of doing business.

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