



MADE  
IN KOREA

Priceless value  
food waste holder

# *Wiseholder*

# The most unpleasant housework Throwing away food waste!



**What has been inconvenient  
for you this whole time?**

### UNPLEASANT SMELL

Food waste smell  
leaking out from  
container gaps

### UNPLEASANT- NESS

Spillage of food  
waste on hands  
while moving the  
content to another  
container

### WASTE OF RESOURCES

Inconvenient  
cleaning and  
waste of several  
plastic bags

### SPACE OCCUPANCY

Smaller and  
uncomfortable  
space around  
sink after  
installing holder



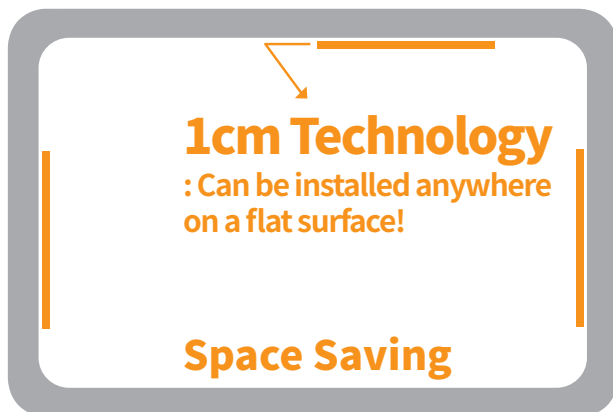
**There have been various attempts, but no innovative solutions.**



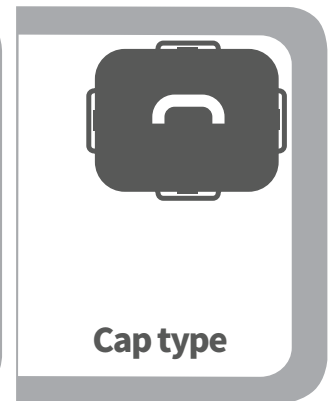
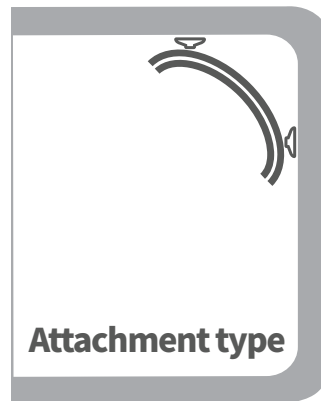
# [ A discussion about an easy and hygienic way of food waste disposal ]

**Is it possible to discard the food waste easily, without moving it from the sink?**

Majority of the food waste comes from the sink dishwasher, therefore, removing the food waste from where it comes from is the most efficient solution. However, putting another product inside the small dishwasher would make the space even more smaller. Wiseholder has been designed to utilize the sink dishwasher space with its minimal space occupancy.



**Wiseholder**



**Existing third-party products**  
(installation type inside sink)

**Is it possible to discard the food waste without a separate airtight container or any other instrument but with only a rubbish bag?**

Due to the smell coming from the rottenness of the food waste, we have been using airtight containers such as zipperbags and Lock&Lock containers. However, utilizing a separate zipper bag wastes the plastic bag, and using a container requires you to unpleasantly clean it up after throwing away the food waste. However, Wiseholder is a product that is eco-friendly and easy to use as it does not require you to clean up and it is possible to discard the food waste using only one rubbish bag.



**Sealed with strong magnetic force, completely blocking water and smell!**



**Upward installation prevents the plastic bag from leaking on the sink floor and is kept clean!**

## Idea

### Is there a way to be cheap and easy to use?

Wiseholder does not require a separate machine, container or a custom bag. It is the solution where you only need one plastic bag to dispose the food waste easily.



Without having any spillage on your hands simply throw it away in a sealed state without worrying about the smell!



The final collected food waste only need one rubbish bag to be O.K!

### Is there a breakthrough way to reduce the time to dispose of food waste?



Before the Wiseholder, various methods have been used, such as freezing in a refrigerator or putting it in an airtight container, and using a fermentation machine. However, compared to any method, the Wiseholder reduces the time taken to dispose of food waste by less than 1/5.

### 'Wiseholder' overcomes the shortcomings of existing products!

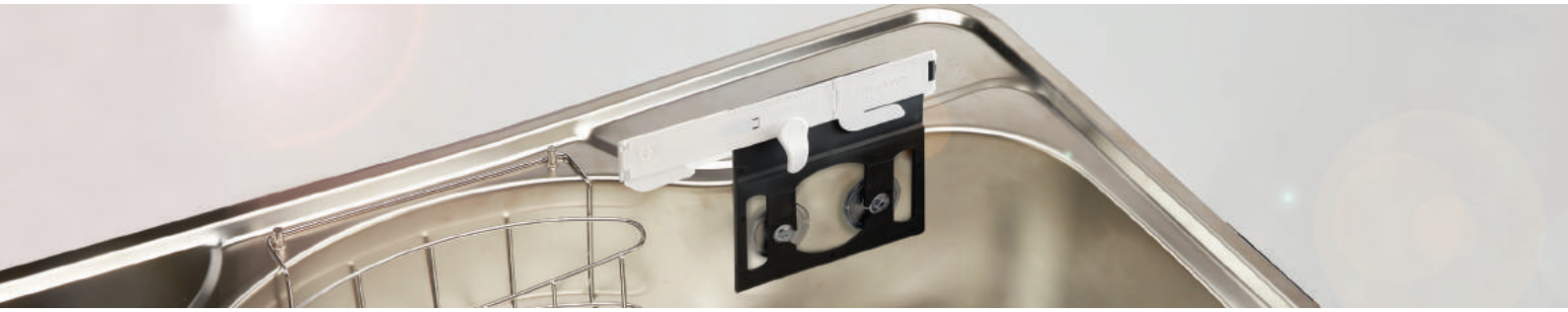


Sealing Force	✓	X	✓	X
Space Saving	✓	X	X	✓
Easy Final Processing	✓	✓	X	X
No Washing	✓	X	X	✓
Apply Various Envelope	✓	X	X	X
Height Adjustment	✓	X	X	X

Strength

SJ lifehealth

Striving to offer you not only a reasonable price but also a healthy and convenient lifestyle.



The right option for wise homemakers, SJ lifehealth's Wiseholder creates a more clean and convenient way of collecting, managing, and removing food waste than existing disposal bags placed on sinks. The efficient and hygienic Wiseholder was invented in the perspective of homemakers who deal with food waste every day.

- Wiseholder is using powerful neodymium magnet that blocks odors, flies and water and does not consume extra plastic bag or electricity.
- The minimized 1cm thickness turns into a wide rectangular opening that is easy to use when the handle is pulled out.

**With WiseHolder,  
you can finish fresh anytime, anywhere!**

**Hygienic** | Complete sealing of neodymium magnetic force

**Comfortable** | Disposal with no smell and spillage on hands

**Reduce time** | Quick handling without changing process

**Resource saving** | Using only one plastic bag without any waste of water and detergent

**Easy** | Easy installation and food waste collection

**Space saving** | Sink space minimization technology, a 1cm miracle!

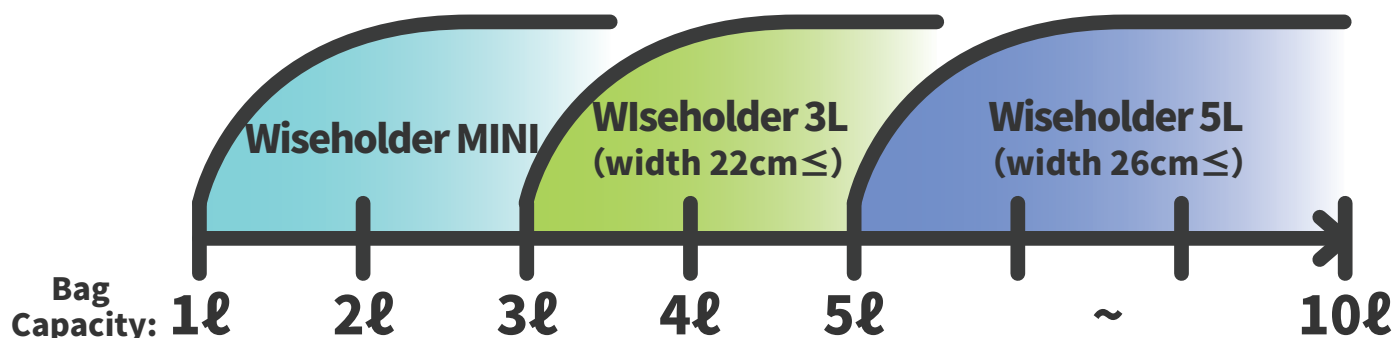
## Possession of multiple intellectual property rights

Wiseholder is a product that has obtained many intellectual property rights certifications such as patent registration, design registration, trademark registration, PCT overseas application, and priority purchase of superior inventions.



## Product

### Wiseholder selection guide according to bags size



#### Wiseholder Mini(1-2L)



**Size** 186.5mm x 120mm x 8.5mm (27mm with handle)  
**Weight** 110g  
**Material** PP, PVC, Neodymium Magnet, Iron wire

#### Wiseholder 3L



**Size** 218.5mm x 140mm x 10mm (27mm with handle)  
**Weight** 130g  
**Material** PP, PVC, Neodymium Magnet, Iron wire

#### Wiseholder 5L



**Size** 57.5mm x 160mm x 10mm (32mm with handle)  
**Weight** 160g  
**Material** PP, PVC, Neodymium Magnet, Iron wire

#### Wiseholder Mini(1-2L)

##### [Small]

Bags less than 22 cm width, suitable for 1-2 people

#### Wiseholder 3L

##### [Middle]

Bags less than 26 cm width, suitable for 2-3 people

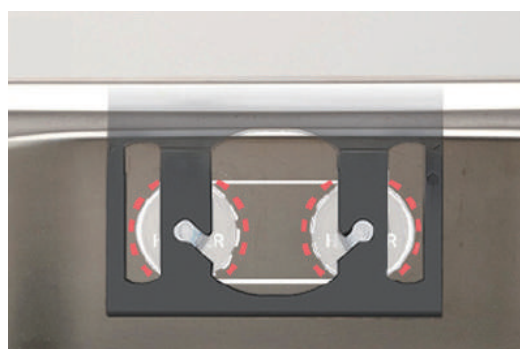
#### Wiseholder 5L

##### [Large]

Bags over 26 cm width, suitable for over 4 people

### Sticky Pad / Spare Adsorber

Adsorption power varies depending on the user's environment, so we provide sticky pad for use in any environment. In addition, an extra adsorber is enclosed in case the adsorption power becomes weak by long time using.





## Product

If there is no extra plastic bag, use a biodegradable 'Wise-bag' (2·3·5ℓ)



The Wisebag is a bag for disposing of household waste, and is made of biodegradable corn starch biodegradable material, which is decomposed naturally in 90 days of land-fill and is beneficial to the environment.

If there is no extra plastic bag, use the Wisebags and Wiseholder together, it's more convenient.

## Wiseholder's Patented Technology CHANGES THE QUALITY OF LIFE

Patented folding structure!  
After two years of research and development and numerous tests we have found the rubbish bag strap hook spacing, 0.8mm and 1cm thick.





# Priceless value food waste holer **Wiseholder**

Clean at once without worrying about the smell!  
No spillage on your hands and any plastic bag can be used.  
The patented technology enabled the easiest way to handle food waste disposal from the sink.



"Wiseholders allow us to dispose of waste immediately where it occurs, without having to carry it."



"More than 100,000 users are already experiencing the convenience of Wiseholder."



"Wiseholder is the only product that can be completed from collection to final processing in a single bag."

## Wiseholder Can be Used Anywhere

You can set up Wiseholder not only on the sink but everywhere you want it.



**KM** Search & Tech **SJ** lifehealth

**KM Search & Tech | SJ lifehealth**

CEO: Kyong Mok Lee Email: [kmlee@wiseholder.co.kr](mailto:kmlee@wiseholder.co.kr)

M: +82-32-275-8200 F: +82-504-085-8201 [www.wiseholder.co.kr](http://www.wiseholder.co.kr)

