

## **LEAK-PROOF, PORTABLE POTTY BRINGS A POSITIVE START TO TOILET TRAINING**

**MotionTouch, an innovative product design and manufacturing business, has created My Carry Potty – a leak-proof, lightweight, portable potty – to help toddlers, and their parents, enjoy a better start to toilet training.**

Made of high-quality, easy to clean, durable plastic, the unique lid, with its special leak-proof seal, means that My Carry Potty is perfect to use when you're out and about or in the car and there's nowhere to dispose of the contents!

Launched exclusively through John Lewis stores nationwide, My Carry Potty is EN71 certified, assembly-free and ready to go. With no additional bags required it benefits the environment and saves time and money.

My Carry Potty's colourful, fun appearance and carry handle ensure it appeals to toddlers who make it their own. It's the only potty a toddler will ever need and it means life doesn't have to stop when toilet training begins.

MotionTouch developed My Carry Potty in partnership with their client, mother of three Amanda Jenner. An embarrassing situation whilst potty training her eldest inspired Amanda to come up with the idea for this innovative new product. As is so often the case with toddlers, her son would only use his only potty, which meant carrying it everywhere in a plastic bag. When he needed to go in a busy high street Amanda got lots of disapproving looks as she was left with no choice but to empty the contents of the potty down the nearest drain. This sparked the idea for a portable potty, which the toddler can make their own and use at home or out and about.

MotionTouch were tasked with finding a design where convenience and ease of use were combined within an attractive package that would appeal to both parent and child. A key design requirement was for the potty to be leak-proof, so MotionTouch worked through a process of design evolution to find the perfect plug solution – a combination of a soft silicon seal bonded to the moulded, hard plastic outer.

My Carry Potty had to appeal to young children and be easy to use, so MotionTouch applied its expertise in product design for the Parent, Child and Play sector to every aspect of the project, including the combination of aesthetics and ergonomics. The colour, look and feel of My Carry Potty are much more fun and appealing than a regular potty – and the big red clip keeps it safely sealed and is simple to use so the child can take an active role in their potty-training.

Henry Powell, Client Director at MotionTouch commented, "The vision and business acumen of our clients at My Carry Potty means their inspiration will result in a better experience for other mums. My Carry Potty is an innovative solution for busy parents who are always on the move, allowing potty-training to fit into their everyday routine."

Amanda Jenner of My Carry Potty added, "I've designed My Carry Potty to be the only potty a child will ever need, at home or out and about. My Carry Potty helps other mums and their children enjoy a better start to potty training."

For more information visit [www.mycarrypotty.co.uk](http://www.mycarrypotty.co.uk)

RRP £19.99

My Carry Potty is patent pending