

**Media Contact:**  
**Taryn Westerkamp**  
[twesterkamp@ampagency.com](mailto:twesterkamp@ampagency.com)  
Tel: 617.837.8208



## **COOL GEAR GROWS HYDRATION PRODUCT LINES WITH PURE SQUEEZE AND GLASS BOTTLES**

**PLYMOUTH, Mass. (April 3, 2012)** – Cool Gear International, Inc., the leading global designer and manufacturer of innovative hydration and food storage products continues to expand its line of hydration products with the introduction of the sleek and colorful, Pure™ Squeeze, Glass bottle with Silicone Sleeve and the exclusive Woods Hole Oceanographic Institution printed glass water bottle.

“Adding new products to our hydration category provides consumers with an array of options in hopes to lessen plastic bottle waste and encourage the use of reusable containers,” said Donna Roth, Founder and CEO at Cool Gear International. “Our innovative products focus on functionality and style, which both meet the needs of our consumers’ busy, on-the-go lifestyle.”

New products include:

- The **Pure™ Squeeze** line features a 26-ounce squeezable water filtration bottle with a replaceable carbon filter that reduces the taste and smell of chlorine for up to 100 gallons of water. The vibrant, BPA-free bottle also includes a pull-up sipper with a clear, protective cover; Available in late April online and at Meijer stores.
- The **Glass Bottle with Silicone Sleeve** is a 20-ounce straight-wall glass bottle with a colorful cut-out silicone sleeve cover, and a Tritan cap with silicone stopper and finger loop; available in late May online and at Wal-Mart stores.
- The exclusive **Woods Hole Oceanographic Institution (WHOI) Printed Glass Bottle** is a 20-ounce straight-wall glass bottle with a vibrant blue-swirl print. Bottles will be available in late April at Cool Gear’s webstore and at the WHOI gift store. Ten percent of the proceeds will be donated to WHOI.

### **About Cool Gear**

Since 1988, Cool Gear International, Inc. has served as the leading global designer and manufacturer of innovative hydration and food storage products. With headquarters in Plymouth, MA, Cool Gear’s talented and trendy staff delivers high-quality products at a great value. For more information about Cool Gear, please visit [www.coolgearinc.com](http://www.coolgearinc.com).

###