



**FOR IMMEDIATE RELEASE**

## **Cool Gear International Named a Finalist in 2014 Housewares Design Awards**

*EZ-Freeze Expandable Salad Kit breaks the mold in food storage and transportation*

**PLYMOUTH, Mass.** (January 20, 2014) – Cool Gear International, [a global leader in housewares and hydration products](#), today announced that it has been named a finalist in the [2014 Housewares Design Awards](#). The brand's unique, patented EZ-Freeze Expandable Salad Kit is one of five finalists in the Tableware, Serveware and Beverageware category. The winners for each of the award's twelve categories will be announced at the 2014 Housewares Design Awards luncheon and awards ceremony hosted by *HomeWorld Business* on February 4, 2014, from 11:30 a.m. - 2:30 p.m. at The New York Marriott Marquis in New York City.

"This product's inspiration came from what we saw as a void in the food storage market: a single item that could transport and store salad without it turning into a soggy mess," said Troy Kyle, prototyping studio supervisor at Cool Gear International. "It's an honor to be named a finalist for this award and it couldn't have happened without the insight and knowledge of our product development department."

The EZ-Freeze Expandable Salad Kit is an on-the-go food storage container designed to easily transport and store salad, while keeping it cold and fresh. The container features collapsible Thermo Plastic Elastomer (TPE) technology, a built-in freezer tray featuring Cool Gear International's patented EZ-Freeze technology, and a snap tight lid that helps to keep food fresher for longer. The EZ-Freeze Expandable Salad kit is available at [www.coolgearinc.com](http://www.coolgearinc.com) for \$15.99 MSRP.

"It's important for us to provide consumers with more convenient ways to travel and store their favorite foods and we're proud to be recognized for those efforts," said Donna Roth, president/CEO of Cool Gear International. "The EZ-Freeze Collapsible Salad Kit has quickly become a favorite in the market and has made it easy for our fans to continue to live a healthy lifestyle."

This marks the second time Cool Gear International has been a finalist in the Housewares Design Awards. In 2012, Cool Gear was named a finalist and then winner in the Home Organization, Laundry Care and Non-Electric Cleaning category for its innovative GoGear product. The EZ-Freeze Expandable Salad Kit and GoGear products are part of the brand's 200 patents and hundreds of products available in more than 55 countries. To learn more about Cool Gear International and its offerings visit [www.coolgearinc.com](http://www.coolgearinc.com) or join the conversation on Facebook at [facebook.com/coolgearinc](https://facebook.com/coolgearinc), Twitter ([@coolgearinc](#)) and Instagram ([@coolgearinc](#)).

### **About Cool Gear International**

Since 2000, Cool Gear International, Inc. has served as the leading global designer and manufacturer of

innovative hydration and food storage products. With headquarters in Plymouth, Mass., Cool Gear International's talented and trendy staff delivers high-quality products at a great value. For more information about Cool Gear International, please visit [www.coolgearinc.com](http://www.coolgearinc.com).

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