



FOR IMMEDIATE RELEASE

Cool Gear International® Introduces New Trend-Driven Hydration, Coca-Cola® and Entertaining Products

Leading hydration company showcases 2014 products at International Home and Housewares Show in Chicago

CHICAGO (March 14, 2014) – Cool Gear International®, [a global leader in housewares and hydration products](#), today announced new additions to its hydration, Coca-Cola® and entertaining lines at the [International Home and Housewares Show \(IHHS\)](#), March 15 – 18, 2014 at the McCormick Place Convention Center in Chicago (booth #S1877). New featured products highlight popular trends such as mega-hydration, vintage mason jars and swingtop bottles plus Coca-Cola® and Collegiate licensed products.

“These additions allow us to be on trend with what we are seeing in the market around hydration and consumers’ demand for easier ways to get in their daily water intake,” said Donna Roth, president/CEO of Cool Gear International®. “In addition to mega hydration and flavor infusion they want retro; our newly expanded Mason Jar line, Swingtop bottles and classic Coca-Cola® designs are sure to quickly become fan favorites.”

At the show, Cool Gear International will highlight its BPA-free offerings for 2014 including:

- **Swingtop Bottles** – Brand new to Cool Gear International’s® line of products are the Swingtop Bottles, inspired by the popular vintage trend in housewares and perfect for outdoor entertaining during the spring and summer. The 20 oz. and 36 oz. Swingtop Bottles feature a stainless steel, leak-proof swingtop cap and unique twist-apart feature making them easy to clean. Twist bottle open to load with ice. Twist to close and fill from the top with a favorite beverage or water. (36 oz under \$20, 20 oz under \$15)
- **Mason Jars** – Cool Gear® has expanded to a complete line of Mason Jar hydration and food storage products. The 64 oz Mason Jar with Handle reinvents the mega hydration trend with its pull up leak-proof sipper cap. The 16 oz Mason jar has a dual function cap and is available in eye-popping graphics and solids. The 28 oz Mason Food Jar is made in shatter resistant Tritan™, microwave safe and comes with a built-in steam vent along with a slider fork. (Mason Jar with Handle: \$9.99 – \$14.99, Mason Food Jar: under \$10)
- **coolgearcan™ 1 Gallon Dispenser and coolgearcan™ with Handle** – Launched at IHHS in 2013, Cool Gear International is adding to the coolgearcan™ line with new items that support the mega-hydration beverage trend (128 oz. and 33 oz. respectively). The 1 Gallon coolgearcan™ Beverage Dispenser is ideal for outdoor entertaining. (Handle Can: \$9.99 – \$14.99, Dispenser: \$12.99)
- **Double Wall Smoothie Bottles** – Ideal for the rapidly growing number of consumers regularly preparing and enjoying smoothies and milk shakes, the double-walled insulated bottles include a mouth straw designed with a special agitator to re-mix your

beverage easily. The Smoothie Bottles keep beverages cold and fresh and are available in 20 oz. and 24 oz. (\$9.99 – \$14.99)

- **Arise Wave and Arise Double Wall Bottles** – Introducing Cool Gear's® new patent pending Arise cap featuring Autosip™ technology. With one touch of the button, this innovative cap opens quickly and easily. The Autosip™ button releases the sanitary cover that keeps the silicone sipper germ-free. It's the only cap on the market with a removable sipper for easy cleaning. Available in 14 oz Arise Tyke, 28 oz Arise Wave, and 20 oz Arise Double Wall bottles. Perfect for the gym! (Under \$15)
- **Filtration Plus Infuser Pitcher** – The only pitcher on the market that allows consumers to both filter their water and infuse it with their favorite fruits, vegetables and herbs. (\$20 – \$30)
- **Coca-Cola® Designs** – Additions to the licensed Coca-Cola® line feature the Cool Gear Coca-Cola® Swingtop bottle, Bottle Cap serving tray, a chiller with a top that resembles the classic Coca-Cola® bottle cap, vintage Coca-Cola® coolgearcans and a special 100th Anniversary Coca-Cola® Icon Bottle tumbler. (\$5.99 – \$19.99)
- **Collegiate Licensing CLC**– Show your spirit with Cool Gear®'s officially licensed CLC line of hydration and food storage containers featuring the hottest colleges and universities in the United States. The perfect accessory for tailgating and back to school. (Under \$20)

The new 2014 Cool Gear International® products will be on display at the show and available for purchase to retail buyers. The new items will also be for sale at select retailers nationwide starting in May 2014, except for the Filter Plus Infuser Pitcher, which is available now at Walmart and on Cool Gear International's® website www.coolgearinc.com. Cool Gear International's® new 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 or join the conversation on Facebook at facebook.com/coolgearinc, Twitter ([@coolgearinc](https://twitter.com/coolgearinc)) and Instagram ([@coolgearinc](https://instagram.com/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.

Media Contact:

Meredith D'Agostino
mdagostino@451marketing.com
(516) 884-7162

###