

FOR IMMEDIATE RELEASE



Add a Stylish Touch to Back-to-School Supplies with Cool Gear International

New Reusable Lunch Pocket Offers Environmentally Friendly Alternative to Sandwich Bags

PLYMOUTH, MASS. (September 16, 2013) – With summer winding down and fall just around the corner, Cool Gear International, [a global leader in housewares and hydration products](#), today announced the launch of its Reusable Lunch Pocket. Driven by the company’s commitment to sustainability and healthy living, the easy-to-clean design provides a more economical and environmentally-friendly alternative to paper and plastic sandwich bags. Available in packs of two and three reusable sleeves, the BPA-free Reusable Lunch Pocket saves families money and reduces the tons of paper and plastic bag waste that end up in school trash bins and ultimately landfills each year. The Reusable Lunch Pocket is available for purchase now at Walmart stores nationwide and online at www.coolgearinc.com for \$7.00 – \$10.00 MSRP.

“We’re constantly coming up with new ways to offer families the best options for back-to-school shopping,” said Donna Roth, president/CEO of Cool Gear International. “It’s our mission to provide fun, eco-friendly alternatives to traditional back-to-school items to reduce the impact on the environment and keep school lunches and snacks fresh.”

Cool Gear International’s innovative products represent style, originality and efficiency. With more than 200 patents, and available in more than 55 countries, the company has driven the evolution of common beverage vessels and food storage. To learn more about Cool Gear International, including the new Reusable Lunch Pocket, visit www.coolgearinc.com or join the conversation on Facebook at facebook.com/coolgearinc or on Twitter ([@coolgearinc](https://twitter.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, MA, 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.

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