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Cool Gear International Introduces coolgearpop™

Reusable Beverage Container Playfully Mimics the Soda Bottle

PLYMOUTH, Mass. (March 1, 2016) - Cool Gear International, LLC., a global leader in the hydration and housewares category, today announced the launch of its new coolgearpop™, an on-trend, reusable beverage container. Playfully mimicking the soda bottle, coolgearpop™ twists apart for easy filling and cleaning and features a carry-loop for convenience.

Coolgearpop™ is available in 20 oz. and 18 oz. sizes, and is BPA free and top-shelf dishwasher safe. The 18 oz. coolgearpop™ bottle is double wall insulated to keep drinks colder longer and features vibrant graphics with reflective foil on the inner wall. An innovative carry handle with locking feature snaps tight to the bottle for convenience. The 20 oz. single wall coolgearpop™ bottle features vibrant graphics and a finger loop that also keeps the cap attached to the bottle.

Both sizes are available in assorted designs and feature poptrition facts. The 18 oz. coolgearpop™ bottle features a recipe to inspire consumers to create a delicious drink to enjoy. MSRP's range \$6.99 - \$7.99 and will vary by retailer.

Coolgearpop™ will debut at the 2016 International Home + Housewares Show in March in Chicago. The show is the premier event for connecting innovative industry leaders with buyers in the housewares market.

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About Cool Gear International, LLC.

Since 2000, Cool Gear International has brought a vibrant approach to the hydration and housewares category through patented innovation and unique on-trend design. Headquartered in Plymouth, Mass., Cool Gear continues to deliver high-quality every day solutions at a great value. With over 250 patents, and available in more than 55 countries, the company continues to push the boundaries of hydration and food preservation systems. To learn more about Cool Gear International, visit www.coolgearinc.com. Join the conversation on Facebook at facebook.com/coolgearinc, on Twitter (@coolgearinc) or on Instagram (@coolgearinc).

