



**FOR IMMEDIATE RELEASE**

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## Cool Gear International Launches System Series

*Modular Water Bottles Designed to Make Hydration Happen*

PLYMOUTH, MA (February 8, 2017) - Cool Gear International, LLC, a global leader in the hydration and housewares category, today announced the launch of its new System Series of BPA free water bottles. The line includes 8 single wall and double wall insulated hydration bottles and 3 modular caps to create 24 custom bottles.

A wide array of sizes and styles makes the System Series a must have for the whole family. From a 16 oz. for kids, to a 64 oz. for the powerhouse at the gym, there's a size for everyone. A silicone band on the cap makes it easy to open and close, and convenient carry loops or handles are included for easy carrying. Bright colors and graphics make this bottle a true statement piece.

### **16 oz. System Double Wall Features:**

- Constructed in BPA free Tritan™
- System Sipper cap with finger pull
- Silicone band on cap for easy open and close
- Carry handle for easy carrying
- Double wall insulation to keep drinks colder, longer
- Available in 6 solid colors



### **18 oz. System Single Wall Features:**

- Constructed in BPA free Tritan™
- System Sipper cap with finger pull
- Silicone band on cap for easy open and close
- Carry handle for easy carrying
- Freezer stick included
- Available in 6 solid colors



### **24 oz. System Single Wall Features:**

- Constructed in BPA free Tritan™
- System Sipper cap with finger pull
- Silicone band on cap for easy open and close
- Carry handle for easy carrying
- Freezer stick included
- Available in 6 solid colors and 4 graphics



### **32 oz. System Single Wall Features:**

- Constructed in BPA free Tritan™
- System Chugger cap
- Silicone band on cap for easy open and close
- Carry loop for easy carrying
- Freezer stick included
- Available in 6 solid colors and 4 graphics



**32 oz. System Double Wall Features:**

- Constructed in BPA free Tritan™
- System Sipper cap with finger pull
- Silicone band on cap for easy open and close
- Carry handle for easy carrying
- Double wall insulation to keep drinks colder, longer
- Available in 6 solid colors



**48 oz. System Single Wall Features:**

- Constructed in BPA free Tritan™
- System Chugger cap
- Silicone band on cap for easy open and close
- Carry loop for easy carrying
- Freezer stick included
- Available in 6 solid colors



**64 oz. System Single Wall Features:**

- Constructed in BPA free Tritan™
- System Sipper cap with finger pull
- Silicone band on cap for easy open and close
- Available with overmolded handle or flexible handle
- Dual threaded cap for left and right hand drinking
- Freezer stick included
- Available in 6 solid colors



The System Series will debut at the 2017 International Home + Housewares Show in March in Chicago, Booth S1877. 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, MA, Cool Gear continues to deliver high quality every day solutions at a great value. With over 250 patents, and available in more than 70 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](http://www.coolgearinc.com).