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HOT COMMUTES, COLD REFRESHMENTS: CONTIGO® INCREASES DEPTH OF OFFERINGS TO FIT EVERY CONSUMER NEED

2015 Introductions Provide Superior Spill-Proof and Temperature Retention Technologies

CHICAGO, March 4, 2015 – Now more than ever, consumers are demanding products that meet their personal preferences and individual styles. At the 2015 International Home + Housewares Show, Contigo – the leading producer of innovative water bottles, travel mugs and kids’ water bottles – is giving consumers customized drinkware options to fit every need with a new wide-mouth water bottle design, an innovative easy-clean lid and more specialized water bottles.

“Contigo users have a wide variety of needs and wants when it comes to the drinkware they use on a daily basis,” said Todd Starr, Vice President of Marketing and Product Development at Ignite USA, parent company of Contigo. “We’re continuously innovating and engineering products to deepen our offerings and ensure that each individual can find the perfect combination of features, styles and technologies in our collection to improve their active lifestyle.”

Drink It Hot or Cold for Hours

Poor temperature retention is overwhelmingly identified as consumers’ number one problem with their beverage ware. In response, Contigo is introducing Thermalock™ – a trademarked name for the company’s robust double-wall vacuum insulation technology that locks in temperature to keep hot and cold beverages at the ideal temperature for hours.

“Our consumers are constantly on-the-go and, with all the choices available in stores and online, identifying the perfect water bottle to fit their needs can be a challenge,” said Starr. “Highlighting our vacuum insulation through Thermalock will make it easier for those seeking temperature retention to find the right product quickly and ultimately improve their shopping experience.”

Contigo’s “cool” new offerings that feature Thermalock vacuum insulation are the **Contigo Glacier** and **Contigo Matterhorn** water bottles, which keep drinks cold for hours. In addition to enhanced temperature retention, both these bottles also come equipped with a wide drink opening that allows for fast filling, easy cleaning and adding ice cubes, a carry handle for hassle free on-the-go transport, and a 20 oz. drink capacity.

- **Glacier**, using Thermalock vacuum insulation, keeps drinks cold for up to 18 hours. It comes with a push-button that allows for easy, one-handed drinking operation. The water bottle’s button lock helps prevent accidental pressing of the button and its wide body design makes cleaning or adding ice quick and easy. Glacier is available now for a suggested retail price of \$16.99 at national retailers and online at GoContigo.com.
- **Matterhorn** keeps drinks cold for up to 24 hours and hot for up to 10 hours using the Thermalock vacuum insulation. It also comes with a drink spout that unscrews from the





body for an easy way to

will be released online at GoContigo.com and at national retailers later in 2015 for a suggested retail price of \$14.99.

clean and add ice. Matterhorn

For those looking to keep their favorite beverages hot, Contigo Thermalock vacuum insulation is available in thermal travel mugs, including the AUTOSEAL® West Loop travel mug with easy-clean lid, part of America's number one selling* line of travel mugs.

Stay Leak- and Spill-Proof On-the-Go

Eliminating spills is key for those on-the-go, and Contigo is expanding its already diverse water bottle line with two new spill-proof hydration solutions to meet this growing need: AUTOSPOUT® Ashland and AUTOSEAL Cortland. Both water bottles feature the next generation of Contigo's unique lids that incorporate the company's signature spill-proof, one-handed operation.

"With Cortland and Ashland, our engineering team took all of the features consumers tell us they love most about our existing Contigo water bottles and integrated them into one straw- and one spout-style options to make two of the best hydration designs currently in our collection," said Starr. "We also added new innovation to both products, with newly engineered lids that boast seamless, easy-to-clean and easy-to-use enhancements we know consumers will love."

- **AUTOSPOUT Ashland** features an angled straw that gets to the bottom of the bottle, making sure consumers never leave a drop behind. It also features a new screw-in straw and a protective spout to help keep out dirt and germs. Additionally, Ashland will come in the first-ever 40 oz. capacity offering from Contigo, and is also available in the traditional 24 oz. and 32 oz. options. Ashland will launch in June at national retailers and online at GoContigo.com with a suggested retail price of \$12.99.
- **AUTOSEAL Cortland** comes with Contigo's patented AUTOSEAL lid that automatically seals between sips to eliminate spills and leaks. Consumers simply press the button to drink and release the button to automatically seal it between sips. A spout cover keeps out germs and protects the mouth piece when not in use, and an innovative easy-clean lid opens for complete cleaning access. Cortland is offered in the traditional 24 oz. and 32 oz. options and is available now online at GoContigo.com and at national retailers for a suggested retail price of \$11.99.



The perfect companions for active, on-the-go consumers, both Ashland and Cortland feature a carry clip to attach to bags, backpacks or luggage, a button lock to prevent accidental pressing of the AUTOSEAL or AUTOSPOUT buttons, and capacity markings to help gauge liquid intake.

About Contigo

Chicago-based Contigo, a Newell Rubbermaid business, is a leading producer of innovative, leak-proof beverage ware. Many Contigo travel mugs and water bottles feature the revolutionary AUTOSEAL® patented technology that automatically seals between sips, while additional models offer the patent-pending AUTOSPOUT® lid - featuring a drink spout with a one-touch button for easy opening and one-handed drinking. Contigo brand products – travel mugs, water bottles and kids water bottles – marry innovative technologies with on-style designs for products that consumers can feel confident about – whether they're commuting to and from work, heading to the gym, or entertaining at home. See the entire line of Contigo products at www.GoContigo.com.

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**Based on total branded travel mug sales, excluding private label. Source: Nielsen ScanTrack Drinkware Container and Set report for U.S. Food, Drug, Mass and Information Resources (IRI) Costco CRX report for the 52 weeks ending 7/5/14.*