



Product launch

air up® launches the big sister of the popular 480ml Steel Edition

Munich, 20.02.2023 - Matt green slopes, silent lifts, and a yawning emptiness in the car parks of our favorite ski resorts across the Alps. Those longing for a fresh escape to winter wonderland, will have a chill running down their spine at best. However, air up®, the German company behind the world's first refillable scent-based drinking system that flavors water through scent alone, brightens the gloom by kicking off 2023 with an expansion of their popular Steel Edition. The 480ml stainless-steel bottle previously launched in August 2022 now has a big sister: whose total capacity of 850ml, offers an even longer, fresh, and pleasurable drinking experience - based on scent alone!

A chilled drinking experience for up to 14 hours, high-quality workmanship made of double-walled stainless steel plus a polished look and feel – all features that the “Steel Edition” launched last summer has to offer. But many air up® fans wanted more. So, the successful Munich-based scale-up fulfilled the wishes of over 2 million customers, dreaming of higher volumes- and launched its elegant new high-capacity product.

"As a D2C-first company, the wishes and needs of our customers always come first. Accordingly, after the incredible response to the launch of our 480ml stainless steel bottle, we immediately took the feedback into account to further develop our portfolio. It quickly became clear that although our customers appreciated the value and functionality of the new product, some of them were missing a higher water capacity. With 850ml, we now offer current and future fans of our cooling stainless steel bottle the choice between a smaller and larger format - perfect for any everyday situation," says Lena Jüngst, co-inventor and chief evangelist, on the launch of the largest air up® drinking system ever.

Like the smaller version of the Steel Edition, the 850-ml variant is characterized by its particularly robust, double-walled stainless-steel composition. With the new material for the "Steel Edition" products, the successful Munich-based company is introducing a more mature version of its iconic Tritan bottle of summer 2022. With the added benefit of over 14 hours of chilled drinking pleasure, as well as a classy design - air up® aims to particularly appeal to the needs of an adult target group. The newly introduced big sister of the previous 480 ml version underlines this intention and ensures that users are always sufficiently hydrated - even during extended sports sessions or longer trips and meetings. Official press photos can be found here: [LINK](#)

About air up®

air up® is the German company behind the world's first refillable scent-based drinking system that flavors water through scent alone. Since its launch in Europe in July 2019, air up® has raised more than EUR 60M over two funding rounds, and has grown into a company that operates in 11 countries including the U.S. The scale-up counts more than 300 employees all over the globe and enjoys a customer base of its innovative scent-based drinking system in the millions.

The managing directors of air up GmbH include Christian Hauth (CEO), Jannis Koppitz (CEO), Magdalena Jüngst (CCO), Patric Fornasier (CTO), Simon Nüesch (CMO), and Tim Jäger (Chief of Research and Development).