



New colors, more functionalities

air up® launches Gen 2 Bottles for even more comfort while experiencing Scentaste™



Munich, 20.02.2024 – Just in time for the start of spring, air up® is wowing fans of sugar-free hydration with the evolution of its successful Tritan™ portfolio: the brand-new Gen2 Tritan™ Renew bottles, available in the color variants charcoal grey, lavender, and blueberry. With the launch of the new products, the Munich-based company once again demonstrates its innovative spirit and proximity to the international community. Through the Gen2 Tritan™ Renew bottles, the inventors of Scentaste™ are responding in their usual high-quality manner to the wishes of more than 6 million air up® fans in 14 countries worldwide.

The highlights of the brand-new Gen 2 Tritan™ Renew portfolio: Produced in Austria, the bottles are made of 50 percent certified recycled materials, while for the first time offering the choice of 600ml or 1000ml capacity. The products impress with optimized functionality while maintaining an iconic design. In line with this, also the handling of the Gen 2 bottles has been revised: Thanks to the new ActiveOn mouthpiece, users immediately experience **Scentaste™** when attaching the flavor pods to the system. Additionally, the adapter system, which customers already know from the popular air up® Steel Bottle, now also makes refilling the durable Tritan™ Renew bottle quick and easy.

"The launch of the Gen 2 Tritan™ Renew bottles marks another exciting milestone in the evolution of our product portfolio. Thanks to attractive new features and additional colors, we are setting an example for our innovative spirit, while proving that trends and smart gadgets don't always have to be looked for in America. With our scent-based drinking system, we have succeeded in finding a clever and especially healthy answer to numerous challenges of our modern-day society. 'Engineered in Germany' – that is what makes us particularly proud," comments Lena Jüngst, Chief Evangelist of air up®.



The advantages of the Gen 2 Tritan™ Renew drinking systems:

- Two sizes (600ml and 1000ml)
- Leak-proof technology
- Immediate taste thanks to the ActiveOn mouthpiece
- Faster, easier refilling
- Tritan™ Renew made from 50 percent certified recycled components
- Produced in Austria, with 100 percent renewable energy

air up® thus offers a "one fits all" solution for adequate water intake without annoying compromises: Health or taste? Still or sparkling? Office or outdoor? 600ml or 1000ml? According to the guiding principle of the Munich-based company – *excite the ordinary* – its products solve the inner conflict of many consumers while offering daily healthy and varied water enjoyment for everyone. Simply **Scentaste™**.

The Gen 2 bottle, including the brand-new colors (Lavender & Blueberry), will be available to customers from 20.02.2024 in all the company's European webshops (air-up.com).

Über 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 14 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 (Chief Evangelist), Simon Nüesch (CMO), Tim Jäger (Chief of Research and Development), and Tobias Klostermann (SVP Supply Chain & Logistics)