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Built® NY Previews Water Bottles & Coffee Tumbler at IHA Media Event

New York City, January 18, 2018 – Built® NY showcased its **PerfectSeal™ Apex Water Bottle**, **PerfectSeal™ Caliber Water Bottle** and **Pureflow™ Apex Tumbler** at the International Home + Housewares Association Media Preview Event today in New York City.

The **Built® PerfectSeal™ Apex** and **PerfectSeal™ Caliber** water bottles are a stunning addition to the hydration line. The Apex water bottle, designed by Harry Allen, has an ultra-modern, angular silhouette that narrows as it rises to the rim. The Caliber has a sleek modern look with a curved transition. These bottles are crafted from double wall stainless steel with a vacuum-insulated construction that helps to maintain the temperature of cold beverages for up to 24 hours and hot beverages for up to eight hours. The Apex and Caliber feature patented PerfectSeal™ Technology, which locks the cap in place with a twist of the wrist to help prevent spills. The threadless design leaves nowhere for residue to hide. The bottles won't leak or sweat so you can feel confident putting them into your bag. Sized to fit in standard car cup holders, the bottles are made from 100% BPA-free materials, hold 18 ounces, and are dishwasher safe. The Apex and Caliber water bottles have a suggested retail price of \$19.99 each.



The **Built® Pureflow™ Apex Tumbler** is one of the easiest to clean double wall, vacuum insulated stainless steel coffee/tea tumblers in the market. The patent-pending Pureflow™ lid perfectly controls the flow of hot beverages to prevent accidental spills while drinking. The lid clicks between a leak proof seal and an open position for 360-degree cup-like drinking. Twist the stopper into the closed position and it becomes completely sealed, so you can put it in a bag or purse without worrying about spills. The lid is made from one part so it's easy to clean. The tumbler maintains the optimal temperature of cold beverages for up to 24 hours and hot beverages for up to eight hours. Sized to fit in standard car cup holders, the Apex tumbler is made from 100% BPA-free materials, and holds 16 ounces. The lid is top rack dishwasher safe and the body is hand-wash only. Designed by Impel Studios. The Built® Pureflow™ Apex Tumbler was recently awarded a GOOD DESIGN Award from The Chicago Athenaeum: Museum of Architecture and Design. \$14.99



For more information about Built® products, please visit: <http://www.builtny.com/>.

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