

bottlesUp®

For Immediate Release

BottlesUp to Showcase Reusable Glass Water Bottles at the 2011 New York International Gift Fair *Bottle Blends Art and Environmental Responsibility*

Aug 8, 2011, Bluffton, S.C. – [BottlesUp](#) will showcase its reusable glass water bottle to retailers and attendees of the [2011 New York International Gift Fair](#), August 13-18. Tapping into the eco-health and environmental concerns among consumers, the company will feature its glass water bottles that blend the artistic beauty of glass with the environmental responsibility of pure, natural, recycled materials.

“At the New York show we can share our story with retailers looking for a product that blends art, a healthier product, and environmental responsibility,” said Glass Artist Laurel Herter, founder, BottlesUp. “Most everyone recognizes the art and beauty of glass. Our reusable glass water bottles appeal to people for different reasons. Some consumers recognize the purity of glass for their healthy lifestyle, some see the practical functionality of a reusable glass water bottle, and some appreciate a green product that delivers on the promise of environmental responsibility.



With more than 35,000 attendees from all 50 states and 85 countries, the New York Gift Show highlights creative, sustainable and eco-friendly products among others. BottlesUp will focus on reaching retailers and attendees seeking innovative new products for now and for the gifting season ahead. The company’s sturdy 22-ounce glass water bottle is designed by an acclaimed glass artist and is 100% sourced in North America. Each individual bottle is created from a minimum of 75% recycled glass using ancient techniques in a modern glass-making facility in Mexico. The bottles are enhanced by colorful food-grade silicone caps and grippers made in Maine. BottlesUp’s bottles are free of known toxins including Bisphenol-A (BPA), phthalates, Polyvinyl Chloride (PVC), and polycarbonates that research has shown can compromise human health. There is zero plastic in the product or packaging.

In New York BottlesUp will be located at the show in **Booth 3613**. BottlesUp reusable glass water bottle debuted earlier this year at the 2011 International Home + Housewares Show where the bottle was a finalist for Best New Product Design in the Global Innovation Awards.

About BottlesUp

Founded in 2009, [BottlesUp](#) and its products and accessories are the creation of [Laurel Herter Design](#), a nationally acclaimed architectural art glass studio that has been in business for more than thirty years. Artist Laurel Herter designed a line of portable glass water bottles made from recycled glass turning a disposable item into an art object that can be endlessly reused. Concerned about the health and environmental hazards of plastic, the solution was right there in her studio – design a glass water bottle that combines function *and* beauty. You can learn more about BottlesUp at: www.bottlesupglass.com or their blog: www.glassisback.com. Glass is back.



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Editor’s Notes:

- Media attending NYIGF are invited to the **BottlesUp booth 3613**
- High-resolution images, video of the bottles are available by request or via the QR code above

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