



For Immediate Release

**BottlesUp to Showcase Reusable Glass Water Bottles  
at the 2011 Atlanta Gift & Home Furnishings Market Expo**  
*Bottles Address Consumers' Health and Environmental Concerns*

**July 7, 2011, Bluffton, S.C.** – [BottlesUp](#) will showcase its reusable glass water bottle to retailers and attendees of the [2011 Atlanta Gift & Home Furnishings Market Expo](#), July 15-19. 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.

“The Atlanta [Gift & Home Furnishings] show allows us to share our story and our products with retailers looking for a product that blends art, function and environmental responsibility,” said Laurel Herter, founder, BottlesUp. “As retailers look to the gifting season ahead, our reusable glass water bottles resonate with 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. Most everyone recognizes the art and beauty of glass.”

With nearly half a million attendees, the upcoming Atlanta show is noted as one of the world’s largest expos for wholesales gift and home furnishing companies. 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 Atlanta, BottlesUp will be located at the show in Building 3, Floor 2, Booth 1800 with their partner Inno-Labs. 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](http://www.bottlesupglass.com) or their blog: [www.glassisback.com](http://www.glassisback.com). Glass is back.

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**Editor’s Notes:**

- High-resolution images of the bottles are available by request or on the company website.

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