



For Immediate Release

BottlesUp Introduces Reusable Glass Water Bottle with Lowest Carbon Footprint in the Industry
Company Debuts at 2011 International Home + Housewares Show in Chicago

March 1, 2011, Bluffton, S.C. – BottlesUp will bring glass back at the 2011 International Home + Housewares Show in Chicago, March 4-6, where it will introduce the first reusable glass water bottle that blends the artistic beauty of glass with the environmental responsibility of all natural, recycled materials. The BottlesUp glass water bottle is designed by nationally-acclaimed glass artist, Laurel Herter, and will be available in March for immediate delivery.

“We’ve been able to capture the beauty of glass and highlight its spectacular qualities in a reusable bottle,” said Laurel Herter, founder, BottlesUp. “The distinctive qualities of the glass go beyond the bottle – it’s better for the environment and for our own health. Our launch at the Show allows us to share a unique glass bottle with retailers seeking to sell an everyday item that blends art, functionality and environmental responsibility.”

BottlesUp will debut in the special invitation-only “Discover Design” section (Booth #3971) at the International Home + Housewares Show. The Show is the world’s premier housewares marketplace, features more than 2,000 exhibitors from 34 countries, and more than 20,000 buyers from more than 100 countries around the world.

The sturdy 22-ounce glass water bottle is 100% sourced in North America. Each bottle is created from recycled glass (up to 75% recycled and sourced on-site) using ancient techniques in a modern glass-making facility in Mexico. The bottles are enhanced by food-grade silicone caps and grippers made in Maine. Glass is the purest and healthiest material to use for beverages. 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. Designed with the human hand in mind – the midsection taper and silicon rings provide “gription” allowing an easy, comfortable grasp of the bottle. The heavier design of BottlesUp glass water bottle ensures it can handle the everyday tumble. For convenience, the bottle easily fits into most car cup holders.

Every BottlesUp glass water bottle is delivered in environmentally-responsible and minimal packaging that can easily be recycled. There is no plastic in the product or the packaging, a commitment to both health and the environment that the company takes seriously. This dedication to creating a truly green product results in BottlesUp glass water bottle having the lowest carbon footprint in the industry.

BottlesUp glass water bottles are available online at www.bottlesupglass.com or in specialty retailers with a suggested retail price of \$33.95.

About BottlesUp

Founded in 2009, [BottlesUp](http://www.bottlesupglass.com) 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 has 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 our company on our website: www.bottlesupglass.com or on our blog: 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.
- Artist and founder, Laurel Herter is available for interview via phone or in person at the International Home + Housewares Show.

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