

Newell Brands Logo

Contigo Introduces Fashion-Forward Stainless Steel Couture Collection Water Bottle

April 5, 2018

CHICAGO, April 5, 2018 /PRNewswire/ -- Contigo®, a leading innovator of water bottles, travel mugs and kids bottles, today expanded its stainless steel hydration bottle line with the launch of the **Couture Collection**. Designed with Contigo's patented THERMALOCK™ technology, the Couture Collection's double-walled vacuum insulation keeps drinks icy cold for up to 24 hours or piping hot for up to 10 hours.



The Couture Collection is ideal for the fashion focused, on-the-go consumer seeking a stylish product to keep beverages cold or hot. With eight different color choices, a leak-proof stainless steel cap, a removable spout for easy cleaning, and a well-positioned carry handle, this product delivers optimum performance and style.

"The Couture Collection is a product line we have been looking forward to sharing with our consumers," said Julie Hibbard, director, brand marketing of Contigo. "With the weather getting warmer, we are excited to introduce this beautiful new water bottle with THERMALOCK technology to Contigo's diverse and innovative beverageware portfolio."

The Contigo Couture Collection features:

- THERMALOCK™ double-wall vacuum – insulated stainless steel – keeping drinks cold for up to 24 hours or hot for up to 10 hours
- Leak proof when the lid is completely closed
- Premium, full body graphics
- Stainless steel cap
- Wide mouth for comfortable drinking with optimal water flow
- Spout unscrews from the body for easy cleaning and adding ice cubes
- Comfortable soft-touch carry handle for easy transport
- BPA-free
- Hand-wash only
- Available in 20 ounces

The Couture Collection is available in a variety of colors including – Carbon, Desert Marble, Marble Paint, Oyster, Textured Glass, Twilight Shell, Weathered Copper and White Marble. Contigo's Couture Water Bottle is now available at Target and will be hitting other major retail locations nationwide in April at a suggested retail price of \$19.99.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®,

Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

 View original content with multimedia: <http://www.prnewswire.com/news-releases/contigo-introduces-fashion-forward-stainless-steel-couture-collection-water-bottle-300624902.html>

SOURCE Newell Brands

Ross Jacobs, Newell Brands, Ross.jacobs@newellco.com, 470.509.9534