PRESS TO REFRESH: CONTIGO® INTRODUCES NEW INFUSER BOTTLE

New AUTOSPOUT® Infuser Bottle Offers The Option To Infuse On-The-Go

CHICAGO, March 2016 – Life is much better with a twist of flavor! In response to the growing infusing trend, Contigo®, a leading producer of innovative water bottles, travel mugs and kids bottles is building on its best-selling AUTOSPOUT® Technology with its new Infuser Bottle. The AUTOSPOUT® Ashland Infuser Bottle provides the option to infuse your water with fruits, vegetables, or herbs and then take it to go.

“Our commitment of continued innovation means keeping up with the latest health and wellness trends. Recent studies indicate that infusing helps people drink more water, less sugary drinks and helps keep them stay hydrated throughout the day.” said Todd Starr, Vice President of Marketing and Product Development at Contigo, a business of Newell Rubbermaid. “The ultimate hydration companion is now thoughtfully engineered with an infusion strainer that allows you to infuse on-the-go and stay hydrated throughout the day.”

Passionately engineered to offer consumers one-handed, on-the-go infusing, the AUTOSPOUT® Ashland Infuser bottle is equipped with many innovative features, including:

- AUTOSPOUT® button for easy, one-handed use
- Removable infusion strainer cup at bottom allows you to infuse while preventing seeds and pulp from getting in your straw
- Protective spout cover to help keep out dirt and germs
- Button lock prevents accidental pressing of the AUTOSPOUT® button
- Carry clip that attaches conveniently to bags, backpacks and luggage
- Leak-proof when in closed position
- Top-rack dishwasher safe
- 100% BPA Free
- Fits most car cup holders

The 26 oz. AUTOSPOUT® Ashland Infuser Bottle will be available this February at Target, Amazon.com and GoContigo.com at a suggested retail price of $14.99.

About Contigo
Chicago-based Contigo, a Newell Rubbermaid business, is a leading producer of innovative, leak-proof beverageware. Many Contigo travel mugs and water bottles feature the revolutionary AUTOSEAL® patented technology that automatically seals between sips, while additional models offer the patent-pending AUTOSPOUT® lid - featuring a drink spout with a one-touch button for easy opening and one-handed drinking. Contigo brand products – travel mugs, water bottles and kids water bottles – marry innovative technologies with on-style designs for products that consumers can feel confident about – whether they’re commuting to and from work, heading to the gym, or entertaining at home. See the entire line of Contigo products at www.GoContigo.com.

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