



FOR IMMEDIATE RELEASE

New Anchor Hocking LifeProof™ Glass Water Bottle Improves Hydration-On-The-Go With Stronger Glass

Innovative glass tempering process makes LifeProof™ Glass Bottle up to 100 percent stronger than regular glass bottles; Contains zero plastic components

Columbus, OH – July 11, 2017 – Glass is the preferred material for drinking beverages at home, yet the majority of consumers avoid glass bottles when hydrating on the go. Anchor Hocking, the iconic American glass company that has been a mainstay of consumer homes for over a century, releases its new LifeProof™ Glass Water Bottle. Available today, the bottle is designed so people can hydrate on the go with a glass bottle that is strong enough to hold up to their daily lives.

Unlike some other water bottles, the LifeProof™ Glass Bottle contains zero plastic components. It is made from a proprietary glass tempering process, which makes the bottle up to 100 percent stronger than regular glass water bottles.

“We’ve dedicated more than a century to excellence in glass manufacturing and glassware design right here in the U.S., and as more consumers are once again realizing the benefits of glass containers, we set out to design a glass water bottle that would be superior in strength and durability,” said Jeff Jarrett, Chief Marketing Officer at The Onedia Group. “We’re thrilled to finally unveil the LifeProof™ bottle after more than twelve months in development, and we hope it will encourage more people to forgo their plastic bottles and make the switch to pure glass on the go.”

Unique LifeProof Glass Water Bottle Differentiators

The bottle’s core is pure glass, strengthened through Anchor Hocking’s innovative and proprietary heat tempering process. Because of the tensile strength of the LifeProof™ Glass Bottle, it is up to 100 percent stronger than regular glass bottles, making it tough enough for daily life.

It is also wrapped in a beautiful BPA-free protective silicone sleeve, offering additional grip and cushion. The silicone wrap provides the user with an anti-slip grip that further protects the bottle from breakage. The 304-grade stainless steel mouthpiece has a silky-

smooth finish to provide a superb drinking experience. The BPA-free silicon stopper prevents leaks, and closes with a satisfying, audible click, letting the user know when it locks in place. This provides peace of mind when tossed in a bag or car's front seat.

Anchor Hocking's thoughtful design is clear in even the smallest details – from the glass opening that's wide enough for ice cubes or fruit slices, to the pebbled texture sleeve that improves grip and the stopper that has a built-in carrying strap.

Product Details

- Up to 100 percent stronger than regular glass.
- Contains zero plastic – just pure tempered glass, stainless steel and BPA-free silicone.
- The stylish sleeve texture and surface finish aid in grip ability.
- Double wall, stainless steel lid is hermetically sealed, which provides a premium aesthetic and product durability. This also helps reduce heat transfer from hot liquids.
- The BPA-free silicone stopper prevents leaks and spills for an airtight bottle.
- Available in seven colors – Snowcap White, Pebble Gray, Paradise Green, Mauve Orchid, Mediterranean Blue, Mint Green and Onyx Black.
- All components are designed to be easily cleaned and not trap food particulate. The LifeProof™ Glass Water Bottle is also dishwasher safe.
- 19.5 oz. capacity
- Anchor Hocking Glass is MADE IN THE USA

The premium LifeProof™ Glass Water Bottle is now available at anchorhocking.com for \$34.99. Anchor Hocking has also partnered with Amazon to help introduce and sell the LifeProof™ Glass Water Bottle to consumers and is available for \$34.99 as well.

About The Oneida Group

Driven by devotion to design, The Oneida Group is recognized for providing quality tabletop and kitchen solutions through its consumer, foodservice, and specialty channels. The company's global platform allows it to internationally market and distribute internationally its total portfolio of products including bakeware, beverage ware, serveware, storage ware, flatware, dinnerware, crystal, buffetware and hollowware; premium spirit bottles; cookware; gadgets; candle and floral glass containers; and other kitchen products, all under a broad collection of widely-recognized brands, including Oneida, Anchor Hocking, Sant' Andrea, Buffalo, Delco, Fire-King, Stölzle, and Durobor. Anchor Hocking, LLC and Oneida Ltd. are subsidiaries of The Oneida Group. Additional information can be found at www.anchorhocking.com and www.oneida.com.

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