



## **S'WELL MOVES BEYOND THE BOTTLE WITH LAUNCH OF TWO NEW PRODUCTS – S'WELL TRAVELER AND S'WELL TUMBLER**

**Company reimagines the original design to extend innovation and expand versatility**

**NEW YORK, September 19, 2017** – [S'well](#), the fashionable, reusable beverage bottle company that gives back, is enhancing the drinking experience yet again, moving beyond the bottle for the first time since its inception in 2010 with the launch of two new products – the S'well Traveler and S'well Tumbler. The S'well Traveler and S'well Tumbler utilize the innovation and unique patterns of the original S'well, while offering new shapes and more versatility for the perfect on-the-go or stylish entertaining companion.

“After much anticipation, we are thrilled to share these new products with the world,” said Founder and CEO Sarah Kauss. “It was important to choose the right moment and forms to launch the next iteration of S'well so that more people could do what they love, while experiencing the beauty and innovation of our products.”

Both the S'well Traveler and S'well Tumbler are BPA-free and made of triple-walled, food-grade stainless steel. They each come in a variety of S'well's iconic patterns and colors, such as Teakwood, Yellow Gold and White Marble, while offering two new colors: Flare and Midnight Blue.

Similar to the original S'well bottle, the S'well Traveler keeps drinks cold for 24 hours and hot for 12 due to its ThermaSwell™ technology and insulated lid. The wide mouth, thick rim and ergonomic grip make this beverage container ideal for an active lifestyle and help to enhance the drinking experience for a variety of beverages. The Traveler offers a condensation-free experience, is easy to clean and comes in three sizes -- 12oz. (\$30), 16oz. (\$35) and 20oz. (\$40).

The S'well Tumbler, with its open form and triple-walled composition, keeps drinks hot or cold for extended periods of time. It offers stain-free interiors, durable exteriors and the thinnest of rims to make it ideal for indoor or outdoor entertaining. The condensation-free grip also helps to protect hands from hot or cold temperatures. The S'well Tumblers come in 10oz. (\$25) and 18oz (\$30) sizes.

In addition, S'well has created the Tumbler Lid (\$10) – an insulated, stainless steel lid that turns any S'well Tumbler into an on-the-go cup for a splash-free experience.

“The versatility of these products and the many ways we foresee our customers using them adds to the excitement of this launch,” said Kauss. “We also can't help but hope we're providing more opportunities for customers to consume less single-use plastic in the process.”

The new products begin to rollout today on [swellbottle.com](#) and continue to rollout to select retailers nationwide through early October. The S'well Traveler will be available in Canada and the U.K., starting in mid-October.

For more information on these products, please visit **swellbottle.com** or visit us on social **@swellbottle**.

### **About S'well**

S'well is a global manufacturer, wholesaler and online retailer of upscale, insulated reusable beverage containers that look great and do good. S'well products are beautifully crafted and composed of BPA-free and 18/8 stainless steel. Most S'well products keep drinks cold for 24 hours and hot for 12. On a mission to rid the world of plastic bottles and help communities in need, S'well gives back with each bottle sold. It is a partner of organizations such as UNICEF USA, Breast Cancer Research Foundation (BCRF) and (RED). Recently, S'well was named to the 2017 Inc. 500 List of fastest-growing, privately-held companies (#99). In addition, S'well has been named #1 Fastest-Growing, Women-Led Company by The Women Presidents' Organization and included on Crain's New York Business' 2016 "Fast 50" (#11). S'well bottles are currently sold in 65 countries worldwide. Visit [www.swellbottle.com](http://www.swellbottle.com) to learn more.