



FOR IMMEDIATE RELEASE

## **GENUINE THERMOS® BRAND INTRODUCES SMART NEW PRODUCTS FOR ACTIVE LIFESTYLES AT INTERNATIONAL HOME + HOUSEWARES SHOW**

***New products enhance the user experience while on the go: Connected Hydration Bottle has built-in hydration calculator; Vacuum Insulated Dual Compartment Food Jar holds both hot and cold foods***

**SCHAUMBURG, Ill. (March 4, 2015)** — Expanding its range of innovative portable food and beverage containers for people who lead active lifestyles, Genuine Thermos Brand will introduce two new products at the 2015 International Home + Housewares Show in Chicago, March 7 to March 10. Making their debut in booth S2443 are the connected Hydration Bottle with smart lid, which allows users to customize and monitor their hydration goals from an iOS smartphone, and a new Vacuum Insulated Dual Compartment Food Jar. The unique food jar makes it possible to carry hot and cold foods — such as soup and salad — in a single container.

“At Thermos L.L.C., we’re committed to helping active people keep foods and beverages hot, cold and fresh whenever they need them. Our new products take that commitment even further by creating an enhanced experience, whether it’s making it easier to manage hydration on a daily basis, or making it more convenient to bring a fresh and healthy lunch on the go,” said Julie Ryan, senior vice president of sales and marketing, Thermos L.L.C.

### **Connected Bottle: Keeping people healthy, hydrated and connected**

Thermos L.L.C. has teamed up with iDevices®, the preeminent brand in the Internet of Things (IoT) market, to create the new connected Hydration Bottle with smart lid, which allows users to customize and track progress on their hydration intake goals from the convenience of their iOS smartphone, ensuring they stay properly hydrated with the ideal amount of liquids to optimize their daily routine.

EXOS™, a leader in performance training, nutrition and physical therapy was consulted on the hydration calculator. With this calculator, users can enter specific body information such as their age, weight, activity frequency and overall activity intensity and duration to provide a customized hydration goal. Users can view a dashboard display on their smartphone indicating how close they are to their goal. They can also set up reminders and alarms to help them stay on top of their goals.

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The Thermos brand Hydration Bottle with smart lid also features a capacity-sensing tube attached to the lid that extends downward into the bottle and houses components to sense and display the temperature of the liquids within the bottle, giving users even more control over their hydration. Made from BPA-free, impact-resistant materials, the bottle features a flip-top lid with one-hand push button operation and a hard spout.

### **Vacuum Insulated Dual Compartment Food Jar: Making it even easier to pack a healthy, fresh lunch**

Genuine Thermos Brand will also showcase the new Vacuum Insulated Dual Compartment Food Jar, which features two separate, hinged compartments that hold hot and cold foods in the same container, making it ideal for anything from enjoying soup and salad at the office to bringing hot and cold snacks to a picnic.

The bottom of the jar features a 16-ounce stainless vacuum insulated storage compartment that keeps foods hot for up to five hours or cold for up to seven hours. The top of the jar features a 20-ounce Eastman Tritan™ container that locks onto the bottom compartment when closed, and hinges to open, making it convenient to eat or serve out of the container. The unique two-in-one design keeps all contents hot, cold, fresh and ready to enjoy.

### **Beverage bottles, travel mugs, lunch kits and more**

Throughout the exhibit booth, Thermos L.L.C. will also display a wide range of its most popular and reliable products, from vacuum insulated beverage bottles, hydration bottles and travel mugs, to food storage containers, lunch kits, infant products and specialty items.

For more information about Genuine Thermos Brand products, visit [www.thermos.com](http://www.thermos.com).

### **About Thermos L.L.C.**

Since 1904, Thermos has provided unique solutions for keeping food and beverages hot, cold and fresh. Today, Thermos is a global manufacturer of an expanding range of innovative portable food and beverage containers that provide a more comfortable, enjoyable eating and drinking experience for people on the go. Visit [www.thermos.com](http://www.thermos.com), [facebook.com/Thermos](https://facebook.com/Thermos) and [@Thermos](https://twitter.com/Thermos).

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