



FOR IMMEDIATE RELEASE

## **GENUINE THERMOS® BRAND KEEPS CUSTOMERS CONNECTED WITH NEW HYDRATION BOTTLE WITH SMART LID**

**SCHAUMBURG, Ill. (October 21, 2015)** — Hydration has a new hero. Genuine Thermos® Brand introduces its smartest product innovation yet – the [Thermos Connected Hydration Bottle with Smart Lid](#). Available in November, the Connected Bottle allows consumers to customize and monitor their hydration goals through the Thermos Smart Lid app and stay hydrated, no matter what life throws at them. The new Connected Bottle works with [Fitbit®](#), a leader in the connected health and fitness market, letting consumers automatically track their water intake so they can more easily meet their hydration goals to help maintain energy and overall health.

Using the free Thermos Smart Lid app (available on the App Store<sup>SM</sup>), users can set personalized daily water intake goals by entering their age, gender, height, weight and activity level. A sensor tube on the lid detects how much water is consumed throughout the day and syncs with the Thermos Smart Lid app through a Bluetooth® connection to provide automatic, real-time tracking. The app will also remind users to drink more water when they are not on track to meet their goal. The bottle tracks each drink of water as well as the overall progress toward the user's daily, weekly and monthly hydration objectives.

"The new Thermos Connected Hydration Bottle with Smart Lid further exemplifies our commitment to product innovation," said Julie Ryan, senior vice president of sales and marketing, Thermos L.L.C. "With an on-the-go lifestyle, people don't have to sacrifice health and hydration. We are proud to offer a connected device that easily syncs with leading wearable technology from Fitbit and allows people to effortlessly include hydration in their daily health monitoring."

The Thermos Connected Hydration Bottle with Smart Lid features a rechargeable, lithium-ion battery that will hold a charge for up to 12 days. The product will retail starting at \$59.99 and will be available for purchase at [Thermos.com](#), as well as select retailers, including Amazon and Target.

### **Partnering for Success**

Thermos L.L.C. teamed up with several industry leaders to bring this product to market. The new hydration bottle seamlessly connects with the [Fitbit platform](#), so consumers can easily and automatically log their hydration alongside their fitness and health goals. By connecting a Fitbit account with the Thermos Smart Lid app, users' profile information links for easy set up, and then they instantly see hydration stats sync each time a bottle of water is finished.

"At Fitbit, we know it's important for people of all fitness levels to drink enough water, particularly if they plan to exercise. But it's not always easy to get a clear picture of your water

intake without logging it manually,” said Tim Rosa, vice president of global marketing at Fitbit. “By integrating with the Fitbit app, the Thermos Connected Bottle will make it simple for people to see their progress and take the steps they need to meet their hydration goals.”

For the bottle’s app development and technological design, Thermos collaborated with iDevices®, a preeminent company in the Internet of Things (IoT), to create the Thermos Smart Lid app and the electronic components that sit within the lid and sensor tube that aid in the connectivity to the app. The brand also partnered with EXOS™, a leader in performance training, nutrition and physical therapy, to develop the hydration calculator located within the Thermos Smart Lid app. The hydration calculator allows each user to create a personalized, suggested daily hydration goal.

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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