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## **BUILT® Brings Freezable Technology to Its Lunch and Beverage Tote Collection**

*– Lose the Ice Pack and Keep Food and Beverages Cold with IceTec™ –*

Chicago, March 2016 – BUILT®, Lifetime Brands, Inc.'s line of stylish lifestyle accessories, introduces its patent-pending IceTec™ technology to help keep food and beverages cold for several hours, eliminating the need for separate ice packs to keep contents cold. The **BUILT IceTec™ collection** includes a **Lunch Bag**, a larger **Cube Lunch Bag**, and a **Wine and Champagne Bag**.

BUILT IceTec™ Bags use patent-pending IceTec™ technology to help keep food and drinks cold for hours. The reusable bags feature a food safe freezable gel sandwiched between an insulating outside layer and cold-transmitting inside layer. Built IceTec™ bags have secure zipper closures, fold flat for compact storage, and have stitch-free interiors, which makes them easy to wipe clean with a damp cloth. To use, simply fold the bags flat, place them in the freezer overnight to activate the built-in freezable gel, and they'll be ready to use in the morning. The bags were tested for lead safety and phthalates, and are PVC and BPA-free.



BUILT's IceTec™ bags are great for bringing food and beverages to work, school, the beach, park, camping, tailgating, and more.

The **BUILT® IceTec™ Freezable Lunch Bag** features a stylish shape and a roomy interior that gives you plenty of room to fit your favorite meal, snacks, and drinks. SRP \$19.99

The **BUILT® IceTec™ Freezable Cube Lunch Bag** is a large capacity, soft-sided, cube-shaped lunch bag with plenty of room to fit multiple meals or up to 11 cans. SRP \$24.99

The **BUILT® IceTec™ Freezable Wine and Champagne Bag** is ideal for transporting wine and champagne while keeping it cold and protected. The bag is designed to fit and protect both the tallest Rieslings and the widest champagne bottles. When you get to your destination, simply fold down the sides of the bag to convert it to portable, ice free chiller. Cheers! SRP \$19.99

For more information about BUILT® products, please visit: <http://www.builtny.com/>.

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