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## Built® Partners with Industrial Designer Harry Allen for Apex PerfectSeal™ Water Bottle

*Chicago, March 2018* – Built® has partnered with world-renowned industrial designer Harry Allen to create an iconic new water bottle – the **Built PerfectSeal™ Apex**. The Apex water bottle has a modern, elegant silhouette and seamlessly incorporates Built’s patented PerfectSeal™ lid technology.

“I believe that products with fewer details are easier to live with, so although we explored many options, this abstracted bottle form, simple and unadorned, seemed the best for a product that is to be moved from bag to car to yoga studio,” says Harry Allen, Harry Allen Designs. “I love how the bottle always complements its surroundings and says great things about whomever is using it.”



John Roscoe Swartz, President of Built NY, a division of Lifetime Brands, Inc. says, “Harry is an incredibly talented designer and we are thrilled with what he has created for us. In many ways this bottle was a branding effort for us and Harry delivered just that. This balanced, stylized bottle with integrated cap neck and body says ‘Built.’”

The Apex water bottle features Built’s patented PerfectSeal™ technology, which locks the lid in place with a click and keeps contents sealed within to prevent spills and leaks. The cap design not only makes it easy to open and close the bottle, but also creates a smooth, more comfortable drinking experience since there are no threads on the neck of the bottle.

The bottle features a double wall, vacuum insulated stainless steel construction that helps maintain the temperature of cold beverages for up to 24 hours and hot beverages for up to eight hours. This also means the outside of the bottle won’t sweat so you can feel confident carrying it in your bag or purse.

The 18-ounce bottle is a fashionable and leak proof way to transport hot or cold drinks on the go, whether it be to the gym, office, school, or road trip. Sized to fit in standard car cup holders, this bottle is made from 100% BPA-free materials. The Built PerfectSeal™ Apex Water Bottle, available in Rose Gold, Mint, and Black, has a suggested retail price of \$14.99 and will be available for purchase online and at select retailers beginning June 2018.

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