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## Three Built® NY Products Receive GOOD DESIGN Award

*Garden City, January 16, 2018* – Built® NY received the coveted GOOD DESIGN Award from The Chicago Athenaeum: Museum of Architecture and Design for three of its innovative products: the **Built® NY Welded Cooler™ Bag**, **Built® Pureflow™ Apex Tumbler**, and **Built® IceTec™ Freezable Wine and Champagne Bag**.

The **Built® NY Welded Cooler™ Bag** is a portable, soft cooler designed to keep ice for days. This leak-proof, insulated bag is easy to load, unload, and clean, and is ideal for tailgates, barbecues, camping, and more. Crafted from a heavy-duty, tough shell fabric similar to white water rafts, this cooler is not only durable, but also has a large-capacity. Pack it with up to 18 cans of your favorite beverage plus 10 pounds of ice, or 32 cans and ice, or 30 pounds of ice alone. The wide mouth, roll-top, zippered opening allows for easy loading and unloading and convenient access to contents. The padded, adjustable shoulder strap and reinforced side handles assist with transport. \$179.99.



The **Built® Pureflow™ Apex Tumbler** is one of the easiest to clean double wall, vacuum insulated stainless steel coffee/tea tumblers in the market. The patent-pending Pureflow™ lid perfectly controls the flow of hot beverages to prevent accidental spills while drinking. The lid clicks between a leak proof seal and an open position for 360-degree cup-like drinking. Twist the stopper into the closed position and it becomes completely sealed, so you can put it in a bag or purse without worrying about spills. The lid is made from one part so it's easy to clean. The tumbler maintains the optimal temperature of cold beverages for up to 24 hours and hot beverages for up to eight hours. Sized to fit in standard car cup holders, the Apex tumbler is made from 100% BPA-free materials, and holds 16 ounces. The lid is top rack dishwasher safe and the body is hand-wash only. Designed by Impel Studios. The Built® Pureflow™ Apex Tumbler was recently awarded a GOOD DESIGN Award from The Chicago Athenaeum: Museum of Architecture and Design. \$14.99



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The **Built® IceTec™ Freezable Wine and Champagne Bag** keeps beverages cold for hours, protects bottles during transport, and converts to a portable, ice-free chiller. The bag features patent-pending IceTec™ technology, which utilizes a built-in, food-safe freezable gel sandwiched between an insulating outside layer and cold-transmitting inside layer. Simply fold the bag flat, place it in the freezer overnight to activate the freezable gel, and it will be ready to use in the morning. This IceTec™ bag fits the tallest Riesling bottles and widest champagne bottles, has a secure zipper closure, folds flat for storage, and has a stitch-free, easy-clean interior. The bag was tested for lead safety and phthalates, and is PVC and BPA-free. \$19.99



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

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