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BUILT® Launches Innovative Lunch Solutions – *Designed for Worry-Free Lunch Packing* –

Chicago, March 2016 – BUILT®, Lifetime Brands, Inc.'s line of stylish lifestyle accessories introduces new products to accommodate every need for lunch on the go, from keeping food and beverages cold and properly packed to creating a clean place to eat! BUILT's new lunch solutions cover the entire lunch-packing and storing spectrum offering unique features and stylish designs, making life on the go easier than ever.

With BUILT's latest lunch bag designs, say no more to brown paper bags, squished sandwiches and mixed up meal containers. In addition, BUILT has devised a solution for outdoor dining and picnics with a bag that transforms into a placement within seconds! These new products help make lunch packing, storing and clean up stress free.

The BUILT® Placemat Lunch Bag is the perfect solution for those who want to ensure they have a clean place to eat their meal when they are out and about. The Placemat Lunch Bag has a quick zipper that converts the bag into a full size placemat for a clean place to eat lunch. The lunch bag has a large capacity to fit food and drinks, as well as an inside pocket to organize utensils and snacks. Made from food safe insulating neoprene, this Placemat Lunch Bag is also machine-washable so you'll be all set for your next outing! SRP \$24.99



The BUILT® 10 Piece Gourmet Bento Box is designed to hold everything you need to bring your lunch on the go. The leak-proof Bento Box includes a knife, fork, and spoon (made of stainless steel with ABS handles), a dressing container, an ice pack, food dividers, a secure lock utensil holder, and a microwaving valve. The Gourmet Bento is made from break-resistant polypropylene, and has been tested for lead safety, phthalates, PVC and BPA. Available in either Black/Gray or White/Mint, the lunch container body, lid, and other parts are dishwasher safe, top rack only (excluding the ice pack). Gourmet Bento dimensions: W 9" x H 3.7" x D 6.7" (W 23 cm x H 9.5 cm x D 17 cm). SRP \$14.99



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

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