



## NEWS RELEASE

*For Immediate Release*

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## NPEE BOOTH #1340

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## **Icebox Water™ Leads the Evolution of Packaging at NPEE** *Icebox™ Unites Taste with Innovation at Booth #1340*



**Cold Spring Harbor, NY (August, 2014)**— According to MarketResearch, bottled water sales will reach \$125 billion by 2015 and will continue to grow each year.<sup>1</sup> In a world dominated by plastic water bottle consumption, **Icebox Water™** offers a sustainable, convenient solution. Providing pure, fresh Canadian spring water, Icebox Water will be showcasing their unique pressed paper packaging at **booth #1340** as the future of disposable water containers this year at the Natural Products Expo East (NPEE).

On September 17th-20th, Icebox Water opens its NPEE booth to invite visitors and guests to sample their world-class, fresh and premium water in their recently redesigned packages created by award winning Christie Communications. With each delicious sip of this unbeatably crisp spring water, visitors will taste the exciting future of the sustainably-packaged water industry. The BPA-free, 100% recyclable carton is spearheading the movement toward environmentally friendly packaging, while still providing the convenience of disposable on-the-go water.

“The unique part about Icebox is its innovative packaging,” says Icebox President Andrew Reynolds. “With each carton, Icebox Water includes each of us in a positive movement towards reduced landfills and minimized environmental impact, while exceeding customers’ taste expectations every time.”

Icebox Water’s commitment to sustainability stretches beyond their eco-friendly packaging. With an interest in creating globally constructive environmental change, it recently joined other large companies like Clif Bar and Klean Kanteen in partnering with One Percent for the Planet, a non-profit organization dedicated to supporting

<sup>1</sup> MarketResearch: Bottles Water Market to Reach \$125 Billion by 2015,” 2012, Ray Latif, BevNet



environmentally-responsible projects. In addition, Icebox Water is set to launch its new campaign “Green Up Hollywood,” an initiative to reduce plastic water bottle consumption and waste among celebrity activities in Hollywood in order to popularize environmentally-friendly agencies in the Los Angeles area.

Icebox Water is currently available at over 1,000 retailers across North America including Whole Foods, H-E-B, and Richard’s Foodporium. Implementing an all-new, visually appealing design, Icebox Water represents the most responsible and planet-friendly packaged water available.

Encouraging everyone to “Refresh Naturally,” Icebox Water is excited to showcase their innovative packaging at NPEE **booth #1340**.

#### **About Icebox Water™**

Icebox Water™ produces conveniently packaged water that is good for people and good for the planet. The unique carton packaging is made from 74% cardboard and pressed paper, and is 100% recyclable. Icebox Water™ is free of bisphenol A (BPA), a chemical commonly found in PET plastic bottles that growing scientific evidence is linking to a host of health problems. Icebox Water™ boxes its water at the source of natural mountain springs to ensure it maintains the highest standards of purity and taste. Icebox Water™ can be found in retailers nationwide including Whole Foods, H-E-B, Mother’s Market, and Gristedes.

For more information about Icebox Water™ please visit [www.icebox-water.com](http://www.icebox-water.com). For media related inquiries, product samples, or to set up an interview with Andrew Reynolds, President of Icebox Water, please contact Lauren Haines of Christie Communications at (805) 969-3744 or via email at [lhaines@christiecomm.com](mailto:lhaines@christiecomm.com).

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