



NEWS RELEASE

For Immediate Release

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NPEW BOOTH #5807

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“Refresh Naturally” with Icebox Water™ at Natural Products Expo West

Icebox Water™ Unites Taste with Innovation at Booth #5807



Cold Spring Harbor, NY (February 2015)— Bottled water is here to stay. It continues to grow with a projected market increase in retail sales from \$13.1 billion to \$17 billion by 2018¹. This growth is due in part to the rapidly increasing number of Americans replacing flavored drinks, including soft drinks and juice, with bottled water. Industry figures demonstrate the environmental impact that plastic packaging is having on the planet² and the increasing sale of single-use packaging demonstrates a growing need for a sustainable solution. **Icebox Water** (www.icebox-water.com) provides this solution with unique pressed paper packaging containing fresh Canadian spring water. Icebox Water showcases

its new 250 mL and 500 mL packaging on March 5-8, 2015 at **booth #5807** of Natural Products Expo West (NPEW).

March 5th-8th, Icebox Water invites guests to sample its fresh Canadian spring water and experience its innovative and eco-friendly packaging at NPEW while walking the show floor. In addition to 500ml cartons, Icebox Water will introduce its new 250ml cartons as a solution to help kids achieve healthy hydration habits. BPA-free, compostable and 100% recyclable, these cartons spearhead the shift toward environmentally-friendly packaging with the convenience of disposable grab-and-go water.

“The new 250ml is designed to increase convenience and be carried in bags of all sizes,” says Andrew Reynolds, co-founder of Icebox Water. “The unique packaging will stand out to children who often overlook their hydration needs.”

¹ <http://www.foodnavigator-usa.com/R-D/Bottled-water-the-next-big-zero-cal-beverage>

² http://www.huffingtonpost.com/norm-schriever/post_5218_b_3613577.html



Icebox Water's commitment to sustainable resourcing and healthy lifestyles is reflected further in a variety of partnerships. A 1% For the Planet member, Icebox Water commits to donating proceeds to support environmentally-responsible projects worldwide. Additionally, the brand's **GreenUp Hollywood** campaign and Ambassador Program provide outreach and education to help reduce plastic waste in the United States. Guests interested in more information on Icebox Water's partnerships can visit **booth #5807** and meet with brand ambassador and founder of Good Planet Media, Michael Kaliski, to discuss his role in the entertainment industry and participation in events to educate and reduce plastic water bottle consumption both on and off screen.

Stop by **booth #5807** to "Refresh Naturally"™ and learn more about Icebox Water and its benefits at NPEW, March 5-8.

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 plastic packaging which 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, Albertson's, Mother's Market, and Gristedes.

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

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