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For Immediate Release

THE STORY OF THE BEGINNING

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FRUSTRATING SEARCH FOR THE PERFECT WATER BOTTLE LEADS BEND, OREGON COUPLE TO DESIGN THEIR OWN – AND BUILD A COOL COMPANY IN THE PROCESS

“I just wanted to stay hydrated,” says Hydro Flask™ co-founder Travis Rosbach, describing the unlikely genesis of his new company. That seemingly simple quest led to initial disappointment as all the water bottles he encountered left him wanting in one way or another.

“We weren’t looking to start a new company, but with the BPA debacle the options on the market were limited and those that were left all lacked what I feel are key attributes. We just thought that there was room for significant improvement and now here we are.”

With that inspiration, and the stated mission to “build the very best products we can, take care of our customers, and give back every possible chance that we can” Rosbach and his partner, Cindy Morse, set out to design the perfect water bottle – as well as the perfect company. The result is Hydro Flask, a Bend, Oregon-based company obsessively focused on building the perfect water bottle, err flask, and giving back to non-profits that their customers choose.

The Bottles

Both outdoor adventure sports athletes, Rosbach and Morse had long experience with the reusable water bottles commonly found on the shelves of outdoor specialty stores, but none really satisfied their demanding tastes.

“We had a simple, but rigid set of requirements for our new design: 1) It had to be safe – no BPA; 2) It had to keep hot liquids hot and cold liquids cold – for a long time; 3) It couldn’t ‘sweat’ all over our clothes, bags and car seats, and; 4) It had to be really durable.”

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Hydro Flask achieves all of these aims in their 18 and 24 ounce bottles through a unique double walled design made from extremely durable and inherently BPA-free, uncoated, 18/8 stainless steel. The thermal magic is provided by the vacuum void between the two walls, which provides exceptional insulation keeping hot liquids hot and cold liquids cold for 24 hours or more. It also prevents condensation, or “sweat,” and keeps the bottle from transferring heat or cold from the liquid to your hand so it’s always cool to the touch.

“With the bottles being so durable, it’s critical to us that our customers continue to love their Hydro Flasks every time they use them as they are likely to have them for a long time,” Rosbach said. “Toward that end, we obsessed over a number of other small details, such as the shape and size of the mouth. We made it large enough to accommodate full size ice cubes, but small enough to reduce spilling when you drink from the bottle. We even tailored the shape of the finger hole in the cap to make it ergonomically correct when you carry the bottle.”

The inherent durability of the product delivers more than just value to the end user, it’s also environmentally friendly.

“Each year, tons of plastic waste goes into our landfills in the form of discarded water bottles,” Rosbach said.

“Reusable sport bottles are largely popular because they’re convenient to use, but they also reduce the amount of plastic waste. And Hydro Flask’s stainless steel bottles are 100% recyclable.”

The durability extends to Hydro Flask’s signature matte finishes, which are applied through powder coating – a process that literally fuses the non-toxic, food grade finish to the exterior of the bottle.

Customers First

Rosbach and Morse view the purchase of one of their bottles as the beginning of a long term relationship with a customer.

“If we hadn’t started the company, we would be customers, so we’ve tried to create an environment that we’d want to be a part of,” Morse said. “The community that purchases this type of product values superior performance and design, but they also expect the company to reflect their values, and this is something we strive for at Hydro Flask.”

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Those values include the company standing behind what it sells. Hydro Flask shares that value so deeply that they'll promptly buy their bottles back at full price if you aren't 100% satisfied for any reason.

A Culture of Giving Back

On the same day Rosbach and Morse created Hydro Flask; they also created a non-profit organization called FivePercentBack.org. The non-profit channels a portion of the proceeds from the sale of each Hydro Flask water bottle directly to a charitable organization of the customer's choosing.

"Giving back is a key element of our mission," Morse said. "It's something that matters to us and it's something that we believe matters a great deal to our customers as well."

Hydro Flask customers register their bottle on the FivePercentBack.org website; choose their preferred charity, and Hydro Flask then sends five percent of the bottle's purchase price to the charity selected by the customer. The list of charities supported by FivePercentBack.org continues to evolve, according to Morse. "Initially, we had a list of ten or so national and international charities, but our customers voiced a desire to contribute to smaller, local and regional community-minded organizations so we've expanded our list to include some of those as well. We fully appreciate input from our customers and will continue to evolve our list of partner organizations based on their feedback."

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