# MEMORANDUM

TO: All Employees

FROM: Saima Islam, Product Manager SI

DATE: January 05,2025

SUBJECT: Exciting Announcement: Launch of Ecosmart Water Bottle

Dear Team,

We are thrilled to announce the upcoming launch of our new product, **Ecosmart Water Bottle**, which will officially debut on **January 15,2025**. This groundbreaking product is designed to make sustainable living easier while enhancing our customers’ daily hydration experience.

## Launch Overview

**Product Name**: EcoSmart Water Bottle.

**Launch Date**: January 15, 2025.

**Location**: Online and in all retail stores.

**Target Market**: Eco-conscious consumers and active individuals.

## Key Features of EcoSmart Water Bottle

* Made from 100% recycled materials.
* Built-in hydration tracker connected to a mobile app.
* Self-cleaning functionality using UV-C technology.
* Lightweight, durable, and stylish design.

## Employee Involvement

To make this launch a success, we need your full support and participation. Here’s how you can contribute:

**Product Training**: Attend the product training sessions scheduled for January 8–10, 2025, to familiarize yourself with its features and benefits.

**Marketing Support**: Share promotional materials on social media and encourage your networks to check out the product.

**Customer Interaction**: Be prepared to assist customers with inquiries and provide exceptional service during the launch phase.

## Celebration Event

We will host a launch event to unveil the **EcoSmart Water Bottle** on **January 14, 2025**, at our headquarters’ auditorium at 3:00 PM. This will include a product demo, guest speakers, and refreshments. All employees are invited to attend and celebrate this exciting milestone with us.

If you have any questions or ideas about the product launch, please don’t hesitate to reach out to me at saimaislam@companyemail.com.

Thank you for your enthusiasm and dedication. Let’s work together to make the **EcoSmart Water Bottle** a huge success!

Sincerely,

Saima Islam

Product Manager

saimaislam@companyemail.com