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OHYO THE COLLAPSABOTTLE EXPANDS TO THE UNITED STATES

Easy-to-use collapsible water bottle changes the way consumers drink water to lessen disposable bottles' environmental impact

Downers Grove, IL – After having tremendous success in the United Kingdom, selling nearly half a million units, the environmentally-friendly Ohyo the Collapsabottle (<http://www.ohyo.me/>) is hitting the United States and opening their new U.S. office in Downers Grove, IL.

The bottle's unique, patented hour-glass shape allows the [Ohyo](#) to be collapsed and locked to a third of its expanded height. This allows it to fit into a pocket, purse, gym bag, lunch box, or even under a hat, making it the perfect accessory for busy moms, people on-the-go, and outdoor enthusiasts. Currently available through [Amazon.com](#), Ohyo the Collapsabottle holds 16-ounces of consumer's favorite cold drinks and comes in an array of vibrant colors, including lime green, hot pink, and aqua. Made from recyclable polyethylene, the Ohyo collapsible water bottle uses toxin-free plastic and is BPA, PET, phthalate, and polycarbonate-free, dishwasher safe and durability tested for more than 10,000 squeezes.

Ohyo was created by Guy Jeremiah, an environmental scientist and avid open water swimmer from Sheffield, United Kingdom. During a 2008 trip to Fiji, Jeremiah saw thousands of plastic bottles washed up on the shoreline and was inspired to develop a solution to this distressing issue—a collapsible bottle that people can always carry with them and refill when necessary to have a drink. Now, Jeremiah is bringing the Ohyo bottle overseas so consumers in the U.S. can benefit from this handy innovation.

“Annually, the United States consumes approximately 2.6 billion cases of water, and drank nearly 10 billion gallons in just 2012,” said Jeremiah. “The Ohyo bottle is crucial in helping Americans lessen their dependence on disposable water bottles with an easy-to-use, portable solution.”

In addition to launching the Ohyo water bottle, Jeremiah co-founded the “Find-a-Fountain” project, with the goal of starting a renaissance in the use of drinking fountains across the country. The program encourages US residents to log on to [FindAFountain.org](#) and download the mobile app to find publicly accessible drinking fountains so consumers never have an excuse to use disposable water bottles.



“Both Ohyo the Collapsabottle as well as the Find-a-Fountain program are ideal opportunities for everyone to play a role in reducing the environmental damage associated with the consumption of bottled water,” added Jeremiah. “Over time, both Ohyo and the Find-a-Fountain program will help change the way people drink water to create a significant environmental impact on a global scale.”

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FAQ

- **What is Ohyo?**
 - Ohyo is a collapsible water bottle made of food safe, toxin free polyethylene that can be re-used over 10,000 times.
- **What does the name ‘Ohyo’ mean?**
 - It’s a combination of a play on the French word for water ‘eau’ and a reference to the word ‘yo-yo’, to denote the up and down action of the bottle. It is an ambigram and what’s more if you spin the o’s and h’s around you almost get h2o!
- **Who is behind it?**
 - Guy Jeremiah, the creator, is an environmental scientist and avid open water swimmer. The entrepreneur was famously slated by Duncan Bannatyne who threw the bottle back at him in rage during an episode of the program ‘Dragon’s Den’ (the UK version of ‘Shark Tank’). Guy’s more than delighted to have proved the Dragons wrong.
- **What are the benefits of the reusable bottle?**
 - It’s a sustainable, safe, cheaper and convenient alternative to buying bottled water. Also just two uses of the Ohyo bottle offsets its carbon impact when compared to the manufacture, water processing and refrigeration of a single-use bottle of water.
- **Where’s it made?**
 - Ohyo was designed and is made in Britain.
- **Where can I get one?**
 - In the US through Amazon.com. Ohyo currently retails at Boots and Marks & Spencer and various other specialty retailers in the UK and will be available in similar premium stores across the US in 2014.
- **What about wholesale?**
 - For wholesale purchases in North America contact Mark and Laura at sales@ohyo.me