

INTRODUCING OHYO – THE COLLAPSABOTTLE WITH A SPOUT

The makers of Aquatina - the world's first collapsible pocket drinks bottle - have launched its successor.

Ohyo, which will be available in shops and online this Autumn, features a custom-made nozzle designed to enhance the product's adaptability and ease-of-use. The new pop-out spout means the product can be used one-handed, making it suitable for a range of new users including children, commuters and gym members.

Designed and made in Britain, the collapsible Aquatina bottle was created using toxin free plastic¹ and was put forward as a reusable and safer alternative to disposable plastic bottles, which have attracted criticism for their potentially harmful effects and poor environmental record. Although famously rejected by the dragons on Dragons' Den and dismissed as a design that would be impossible to bring to market, Aquatina has proved them wrong with its widespread commercial success and international distribution network.

Guy Jeremiah, creator of Ohyo – www.ohyo.me - and the original Aquatina said: "Ohyo is the product I always wanted to make and the continuing success of Aquatina meant that we were able to design and manufacture its successor here in Britain. The new design makes it easier for more people to benefit from our cheaper alternative to environmentally questionable and, in some cases, harmful bottled water."

"The average person in Europe buys 85 bottles of mineral water a year, at a cost of over £100. A typical UK local authority disposes of up to 10 million bottles a year at great cost to tax payers and, last year, we threw away 150 billion bottles, enough to stretch to the moon and back 50 times. Made of safe, reusable plastic, Ohyo is another step towards reducing this reliance. Used in combination with Find-a-Fountain, a service which promotes free water sources in the UK, everyone could save money and reduce their impact on the environment at the same time."

Ohyo will be available online and in retail outlets across the UK this Autumn.

For more information, press enquiries, samples, images or interviews, please contact Louise Evans at Loop PR on 07891 242 476 or email louise.evans@loop-pr.co.uk

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NOTES TO EDITORS

1. Small doses of antimony can make people feel ill and depressed. Water normally contains two parts per trillion (ppt) of antimony. Bottled water which has sat on a shelf for three months can contain 700 ppt. Ref: Chemistry World. Ohyo bottles are made from plastic which is PET and BPA free.
2. Ohyo founded and manages the Find-a-Fountain campaign to promote free water sources in the UK – for more information visit www.findafountain.org

FAQ

What is Ohyo

Ohyo is a collapsible water bottle with a nozzle that can be re-used over 10,000 times. The big difference between Ohyo and Aquatina is the nozzle, which means that it can be used one-handed, instead of having to remove Aquatina's screw-top each time you want a drink.

What does the name 'Ohyo' mean?

It's a combination of a play on the French word for water 'eau', a reference to the word 'yo-yo', to denote the up and down action of the bottle and if you spin the o's and h's around you almost get h2o!

Who is behind it?

Guy Jeremiah, creator of the original Aquatina. The entrepreneur was famously slated by Duncan Bannatyne on Dragon's Den, who threw the bottle back at him in rage. 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.

Where's it made?

Ohyo was designed and is made in Britain.

Where can I get one?

Direct from www.ohyo.me and coming very soon at Robert Dyas, Marks & Spencer and The British Museum

What about wholesale?

Contact Kathryn at Ohyo on kathryn@ohyo.me