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Water Bottle Maker Chooses Stainless Steel

8/31/2007

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Affirm Water, London, N.H., is marketing 32-ounce and 20-ounce stainless steel, reusable customizable water bottles, available through its Web site at www.affirmwater.com.

"We at Affirmwater.com believe stainless steel water bottles are the safest and best choice for a drinking vessel, both for your health and the environment," the company declares in a news release touting the new bottles.

The company says the larger bottle holds 32 ounces of water and is ideal for use by bicyclers or in cars. The smaller 20-ounce bottle will be marketed to hikers, walkers or to be used in lunch boxes.

The bottles are customizable with a personalized message or company logo. Affirmwater.com also donates one dollar of the proceeds of each bottle sold to the Nature Conservancy "for the protection and preservation of water," according to the company.

"We need to protect [water], preserve it, and partake in the most healthful way, as well as spread the word," says Alicia Grimaldi, founder of Affirmwater.com. "So, why not promote your company while promoting water?"

Friday, August 31, 2007

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