***PRESS RELEASE***
For Immediate Release

|  |
| --- |
| Zojirushi Adds New Printed Designs withThe Ichimatsu Collectioncid:image020.jpg@01D476BD.BDDED1A0cid:image019.jpg@01D476BD.BDDED1A0 |

Chicago, IL (March 3, 2019) – Zojirushi has added the stylish new *Ichimatsu Collection* to their extensive assortment of StainlessBottles. The bottles are available in two different models -- one with a glossy finish and locking flip-open lid (SM-TAE48) and the other with a matte finish and twist-open lid (SM-NAE48*).* The lids on the two models are interchangeable, allowing for a wide choice of color combinations and use. Both models are available in Ichimatsu White, Ichimatsu Black, Ichimatsu Red and Ichimatsu Blue, with a capacity of 16 oz. The bottles will carry a suggested retail of $50.00, and will be available in April.

The bottles feature a lightweight design that maximizes capacity while keeping it compact and portable. Zojirushi’s stainless steel vacuum insulation, less than 1mm thick, keeps your beverage hot or cold for hours. A special manufacturing technique was utilized to round the bottle opening to ensure that it is smooth to touch. The opening is 1-5/8”, large enough to fill with full-size ice cubes. The bottle also features a double layer nonstick interior which enhances durability, is easy-to-clean, and protects against damage from salt-containing sports drinks. In addition, all plastic and stainless steel materials are BPA-free.

SM-TAE48 Model (Flip-Open)

* Air vent design on the opening allows for beverages to flow out smoothly
* 2-step lid release process minimizes dew spattering from the lid
* Stopper disassembles for thorough cleaning
* Safety lock to prevent the lid from opening accidentally

SM-NAE48 Model (Twist-Open)

* Compact lid design has fewer parts for thorough cleaning
* 2-step method for disassembly and reassembly of lid ensures no accidental leaks, and helps prevent the loss of parts

**About Ichimatsu**

Ichimatsu, is a two-toned checkerboard pattern that holds historical significance and recognition in Japanese culture. In the mid-Edo period, a popular Kabuki actor named Sanogawa Ichimatsu was known for wearing pants with this pattern. And recently, the harmonized checkered pattern was inspiration for the official logo of the Tokyo 2020 Olympics.

**About Zojirushi**

In 2018, Zojirushi celebrated its 100th anniversary, and a century of products designed to improve customers' quality of life—bringing comfort, ease, vitality and affluence to people around the world. Zojirushi was established in 1918 as a producer of hand-blown vacuum bottles and has been a world leader in thermal products ever since. The Zojirushi line was expanded to include a wide range of stainless steel vacuum bottles, rice cookers, breadmakers, *Air Pot*® beverage dispensers, thermal serving carafes, specialty cookware, small electrics, restaurant equipment, and other products. Striving to remain faithful to the principles that embodied the company's first 100 years, and the reputation of quality and durability it earned them, Zojirushi looks forward to a future of continued innovation and inspired design.

For more information on the entire quality Zojirushi Product Collection, contact Zojirushi America Corporation at 800.733.6270 or visit www.zojirushi.com

On Facebook: http://www.facebook.com/zojirushiusa

On Twitter: @ZojirushiUSA

On Instagram: @zojirushiamerica

# # #

For More Information:

Krista Erickson

pr@zojirushi.com

310.926.1435