



For immediate release:

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FREEHEART™ LAUNCHES FIVE NEW AND EXCLUSIVE LICENSED COLLECTIONS

Sarasota, Florida -- (December 6, 2017) -- Precision Products' brand Freeheart™ (formerly known as Covo Drinkware), Made in the USA thermal insulated drinkware, will launch five new and exclusive licensed collections during the January gift show season.

The new licensed product lines include:

- **JQ Collection** - This collection includes an assortment of trend, outdoor, wildlife, coastal, equestrian, and automotive designs.
- **Moojoi** – Moojoi is entirely new, exclusive and never-before-seen colorful, contemporary collection. Moojoi is a collaboration between world renowned artists, Shannon Summer Warren and [Andrea Dasha Reich](#).
- **Kryptek®** – Kryptek® was founded and is operated by Veterans with extensive combat experience and hardcore backcountry hunting field-craft. Their expertise on the battlefield and in the backcountry has been fused to develop the Kryptek® line with pure authenticity and extreme credibility. The Kryptek® family of camouflage has been rigorously tested by the U.S. Department of Defense with HIGHLANDER™, MANDRAKE™ and YETI™ being selectively used by both the U.S. and Coalition Special Operations Units.
- **Loudmouth Golf** - These exclusive fully animated designs, break the status quo to light up the golf course, or just about anywhere your passion takes you.
- **National Lacrosse League (NLL)** - Another exclusive, the NLL is the fastest growing professional sports league in North America. And it's now available at Freeheart! Teams include the 2017 Champion Atlanta Swarm, plus nine teams in the U.S. and Canada.

“As we’ve expanded the Freeheart brand, it was important to us to develop relationships with licensed partners that represent our same core values of adventure, openness and passion,” said Rainer Kuhn, President of Freeheart. “We’re so proud to collaborate with these innovative brands and are confident that retailers and consumers will respond enthusiastically to the designs.”

The new Freeheart licensed product lines will make their debut during the following January shows:

- Freeheart Thermal Insulated Drinkware temporary booths at The Atlanta International Gift & Home Furnishings Market, January 11-15, Building 3, Floor 5, Booth 1703 and Building 2, Floor 2, Booth 428
- McManemin Showroom at the Dallas Market Center, January 17-23, WTC Showroom 478
- Lolly & Company at the Seattle Gift Show, January 20-23
- Sports and Tailgate Licensing Show, January 23-25, Booth 2134
- Best of Show Showroom at the Las Vegas Market, January 28-February 1, C804

Freeheart is in the process of developing a new logo and building a new website under the URL www.gofreeheart.com. The website is scheduled to launch in January 2018.

About Freeheart

Founded in 2011, Freeheart is based in Sarasota-Bradenton, Florida. Freeheart is committed to delivering the absolute best quality and innovation on the market. Freeheart thermal insulated drinkware is Made in the USA and keeps drinks cold & hot, has reduced sweating, and is dishwasher safe (top rack). Freeheart specializes in catering to specialty gift shops, sports & memorabilia stores, buying groups, regional retailers, advertising specialty resellers, and contract manufacturing for OEMs. For information, please call 855-204-5106 or email sales@gofreeheart.com / sales@covodrinkware.com.

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