



For immediate release:

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FREEHEART™ DRINKWARE LAUNCHES NEW DESIGNS IN ATLANTA

Sarasota, Florida -- (January 9, 2018) -- Freeheart™ Drinkware (formerly Covo Drinkware) is launching a series of new designs during the January shows. The brand will debut more than 250 stock designs in addition to several new license collections (see separate release).

Be sure to check out the new designs 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
- Best of Show Showroom at the Las Vegas Market, January 28-February 1, C804

“Our stock designs truly feature something for every occasion, hobby or interest,” said Rainer Kuhn, President of Freeheart Drinkware. “Our designs appeal to retail partners and consumers who are bold, passionate, adventurous, edgy, and wonderful. Plus, we’re proud to offer the best quality-price relationship in the market.”

Stock designs include the following collections:

Trendy Not Spendy: This collection features today’s trend designs that are spot on for contemporary consumers. Designs range from funky and fun Boho Chic patterns to the Spread Your Wings and Soar series featuring birds, butterflies and dragonflies.

Sea’s the Day: If you Love Life by the Water, then this collection is for you. Whether your heart is by the beach, lake or river, there’s something for everyone.

Patriotic: Show your pride with a series of patriotic tumblers.

States: State tumblers are customizable for all 50 states.

Outdoors: From camping to camo, these designs will bring out your wild side.

Name Drops: Perfect as souvenirs, select a stock design and customize it to your location.

Sports: For ultimate fans of football, baseball and golf.

Novelty: Donuts, doodles, tattoos, stickers, and more are featured in this whimsical collection.

Family Tree: For brides and grooms, mamas and papas, there's a gift for nearly everyone in the family.

Faith: Inspired by the love of God.

Get Fruity: These designs are as sweet as can be with pineapples, strawberries, lemons, watermelons, kiwis, avocados, and cherries.

Stocking Stuffers: Designs made to get you in the holiday spirit.

Special Occasions: There's something for nearly every holiday or special occasion here.

Pet's Corner: This collection features a series of furry friend designs, including breed specific dogs!

Color and Glitter: Show your true colors and do it in style with solid colors, glitter and gradient designs.

Initials: This collection includes every letter in the alphabet featured on a choice of two different designs.

Sign-it™: Personal like a card, meaningful like a cup, Sign-it™ is a lasting one-of-a-kind collectible in three easy steps. 1. Sign the insert. 2. Send it back to Freeheart with the provided return envelope. 3. Complete the ship-to label for the finished Sign-it Freeheart cup. 4. Seal it, send it and in 5-10 days it will be shipped via pre-paid USPS parcel post. Designs are available for birthdays, new baby, bachelorette and bachelor parties, congratulations, best teacher, wedding, coaches, thank you, or create your own.

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 visit www.gofreeheart.com, call 855-204-5106 or email sales@gofreeheart.com / sales@covodrinkware.com.

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