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Base Brands™ to Introduce Reduce™ VISION™ Stainless Steel Water Filtration Pitcher at International Housewares Show 2011

First ever introduction of Stainless Steel Water Filtration Pitcher

Atlanta, GA, January 15, 2011—As a fourth time exhibitor at the 2011 International Home + Housewares Show in Chicago on March 6th to 8th, Base Brands™ (<http://www.basebrands.com>), will be showing new additions to its Reduce™ eco-friendly product line, including the new **VISION™** Stainless Steel Water Filtration Pitcher. In a world of lookalike plastic models, the **VISION™** – named for the unique viewing window elegantly placed in the sidewalls, brings an infusion of much needed style to the category. The **VISION™** features 18/8 grade stainless steel crafted in a lightweight and ergonomic form.



“Everyone agrees that the beauty and quality of stainless steel kitchenware is unparalleled. It was just natural for us to design a water filtration pitcher fashioned from stainless steel which is also BPA free, durable and timeless. The **VISION™** pitcher comes with one, 90 day filter and will be available at our website and select retailers”, said Ken Krefle, CEO of Base Brands. For added consumer convenience, the **VISION™** is also designed to fit most major brand filters including Brita® and Pur™. The **VISION™** will be offered with a 10 cup capacity and will be available for sale in April 2011.

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The company will also be displaying its popular Reduce™ **WaterWeek**™ BPA-free bottle system; the recently launched **Smash Can**™; **Melaboo**™ bio-degradable bamboo kitchenware and other innovative kitchen products at the Housewares Show, located at booth S-3549.

About Base Brands

Founded in Atlanta in 2005, Base Brands (<http://www.basebrands.com>) is a fast growing company that invents creative, practical products to make life easier for a variety of consumer lifestyles. Including innovative and eco-friendly homeware, kitchenware, food storage containers and pet gear, the company's inventions continuously challenge category standards with solutions that fill distinct unmet consumer needs. A prime example is the popular Reduce™ WaterWeek™ line of attractive refillable water bottles that sits in a handy shelf tray designed to promote grab-and-go consumption and eliminate the need for wasteful disposable water bottles. Other brands include TANK™, a line of rugged, insulated mugs and containers, and Pet Trek™, a line of convenience gear for active pets and their owners.

About the International Home + Housewares Show

The 2011 International Home + Housewares Show will feature 2,000 exhibitors from over 35 countries showcasing home goods, gourmet specialty foods and housewares products for every room in the home, inside and out. For more information, visit www.housewares.org.

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