



## **S'WELL INTRODUCES NEW SPORT CAP WITH DRINK-THRU SPOUT, EXPANDING VERSATILITY AND PERSONALIZATION OF THE HYDRATION EXPERIENCE**

**NEW YORK**, September 19, 2018 – [S'well](#), creator of the original, fashion hydration accessory, continues to surprise and delight – beyond the bottle – with the introduction of the new clickable drink-thru Sport Cap. Expanding versatility of the celebrated Sport Collection, the Sport Cap allows for easy transition from one hydration need to the next, ensuring an all-around enjoyable drinking experience.

Joining the family of other cap colors and styles, including the S'well Swing Cap, the Sport Cap was created with an active lifestyle in mind. The Sport Cap clicks open and closes easily for one-handed, splash-free drinking while on-the-go. No need to pause the treadmill or interrupt a perfect yoga pose to unscrew the cap, simply click it open to hydrate easily.

Both the Sport Cap and Swing Cap will be sold separately, allowing customers to seamlessly transform and personalize any bottle from their S'well collection into the perfect active companion.

“The consumer experience is a huge driver of our innovation strategy,” said Sarah Kauss, founder and CEO, S'well. “We are always looking for ways to not only introduce unique products, but also evolve our current offerings to enhance the joy of using our products.”

The Sport Cap is available in two sizes, designed to fit the 25oz or 17oz and 9oz bottles, while the Swing Cap fits 9oz and 17oz bottles. Both caps are available beginning today at [swellbottle.com](#) and select retailers, for \$10. For more information, follow [@swellbottle](#).

### **About S'well**

S'well is a global manufacturer, wholesaler and online retailer of upscale, insulated reusable beverage containers that look great and do good. Both S'well and S'ip by S'well brands offer products that are beautifully crafted and composed of BPA-free, 18/8 gauge, stainless steel. Most S'well products keep drinks cold for up to 24 hours and hot for up to 12. On a mission to rid the world of plastic bottles and help communities in need, S'well gives back with each bottle sold. It is a partner of organizations such as UNICEF, Breast Cancer Research Foundation (BCRF) and (RED). Recently, S'well was named to the 2017 Inc. 500 List of fastest-growing, privately-held companies (#99). In addition, S'well was named #1 Fastest-Growing, Women-Led Company by The Women Presidents' Organization and also included on Crain's New York Business' 2017 “Fast 50” (#10). S'well bottles are currently sold in 65 countries worldwide. Visit [www.swellbottle.com](#) and [www.sipbyswell.com](#) to learn more.

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