



ProH2O®

New Hydration Backpack Company Launches In UK

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ProH2O is a newly launched company in Amersham, Buckinghamshire, United Kingdom. The company's main area of focus will be on providing hydration to people, and particularly those who enjoy athleticism and outdoor pursuits. Their flagship product will be a hydration backpack.

Simon Ellicott from ProH2O says: "After several years of preparation, we are finally ready to launch. We have a number of products in the pipeline, all designed to ensure that people who enjoy sports are always properly hydrated. As our name suggests, we are the pros of H2O."

Before launching, the company had engaged in significant market research to determine exactly what customers were looking for in terms of their overall hydration. This culminated in a range of hydration backpacks, fitted with an internal water bladder. To ensure that the product is 100% safe to use, they have used FDA (US Food and Drug Administration) approved materials only.

"Our research and development phase was long and interesting," explains Simon Ellicott. "We had 136 design iterations, 23 shortlisted designs, and have put in 2,350 hours of work. In so doing, we were able to obtain 100% satisfaction with our prototype design, and it has now been launched." The hydration backpack is currently available on Amazon. While the company is based in the United Kingdom, they have made stocks

available for the USA market as well.

As part of the company's launch, they have also created a fully interactive website. This lists details about the product, and the work that went into developing it. At the same time, they have engaged in an active social media marketing campaign, using Facebook and other tools to make direct lines of contact with their customers. Simon Ellicott says: "We are a social company. We want to hear from our customers not just in terms of how they have experienced our product, but also in terms of what else they would like to see. And most of all, we want to hear about the different sports and activities they engage in, and how our hydration backpack has improved their ability to enjoy the sport and perform better."

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PROH2O

PROH2O was formed to deliver products runners and endurance athletes can truly benefit from and in doing so noticeably improve performance.

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