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Futurepace Tech Celebrates Its First Year Anniversary At Same Time As Amazon's 20th Birthday Sale

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In celebration of its first full year of trading, Amazon seller Futurepace Tech LLC of New York, took advantage of Amazon's 20th Birthday Sale to promote their stainless steel insulated water bottle, in conjunction with Prime Day. Amazon's 20th birthday celebration and Futurepace Tech's 1st year of US trading also coincided with Futurepace Tech's entry into the UK and European markets via the local Amazon websites.

The Prime sale ran for only a day, the 15th of July, and offered flash sales that lasted a few minutes at a time. Amazon's Prime Sale was expected to produce more deals than Black Friday, according to Greg Greeley, Vice President Amazon Prime.

Not one to let Amazon steal the sales spotlight, Walmart launched a rival sale Wednesday to Amazon's recently announced Prime Day, including more than 2,000 online exclusive "rollbacks," Walmart's word for discounts reported Hadley Malcolm, USA Today. She also reported that this paves the way for this year's Black Friday sale later in the year. However, not everyone has been pleased with Amazon's Prime sale, with many taking to social media to vent their frustrations. Unhappy Amazon shoppers vented on Wednesday

about its "Prime Day" sales, slamming the online retailer with the hashtags that included: #unhappyPrimeDay, #AmazonFail, #gobacktosleep, and #PrimeDayFail according to CNN Money.

In addition to Amazon's own store participating in the sale, third party sellers like Futurepace Tech also took part by offering their products. However, according to Greg Greely, "The products had to be selling for at least 20% less than their regular listed price." The bottle sold by Futurepace matched that threshold on the US store and exceeds it in the UK at 33% off the listed price. However, Futurepace is hoping its customers will capitalize on this opportunity by purchasing their Steel Water Bottle at their normally discounted price.

The water bottle by Futurepace has managed to outsell most of its competitors due to the high quality to price ratio maintained by the company. "It has been manufactured with the best quality stainless steel inside and out," explains Robyn Everingham of Futurepace. "We have independent lab verification that the lid is BPA free."

Futurepace has generated thousands of fans at home in the US who have purchased their bottles. This success has led them to expand their business across Europe by launching their UK Amazon store, as one of their new UK customers describes, "A must buy. Stop drinking out of plastic bottles, it's harming you big time." The steel water bottles can be purchased from their respective Amazon stores. Customers can click here for USA orders, with the bottles available in brushed silver and charcoal black colors. For Futurepace's new market, customers can click here for UK and Europe orders in an additional color of white.
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Futurepace Tech LLC

Futurepace Tech is a Lifestyle Products company committed to innovation, sustainability, making shopping simple and delighting our style savvy customers.

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