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Insulated Water Bottle Hits Social Media

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Futurepace Tech LLC, a business based in Valley Cottage, NY, recently launched an insulated water bottle. The bottle proved to be popular and a number of customers frequently sent messages to Futurepace with questions and stories of how they used the said water bottle during summer hikes. To share all this information, Futurepace became more active on social media and now encourages all customers to follow on Google+, where they can also share their stories

"We marketed our water bottle as being perfect for hikes and other summer outdoor sports and we noticed that our customers did love using the bottle as such," says Robyn Everingham from Futurepace Tech LLC. "We were receiving frequent pictures and even videos of the bottle in action, and we wanted to create a platform to enable people to share their experiences."

Customers have already started sharing through Google+ and they are also very happy with the many tips listed there in terms of hiking safety and experiences. Furthermore, it includes a variety of You Tube videos, where people can receive further tips on outdoor and other athletic activities, as well as on how to best use the insulated water bottle. Most importantly, the Google+ site is also a place for customers to share reviews.

"Outstanding design," says Roland A. Adams. "Light but very sturdy. Capacity of 20 ounces is just right for

rehydration over a medium distance walk, run or cycle. After 3 hours exposed to Mississippi sun during a long run contents remained very cool. Broad opening allows easy pouring and gulping. Excellent screw top. Comfortably fits into waist band for comfortable carrying."

The water bottle itself is designed to keep liquids cold for 24 hours, or hot for eight hours. It is also very eco-friendly, not in the least because it means people don't have to carry plastic bottles around with them that will have to be thrown away later on. The water bottle can be easily and comfortably carried and is fully reusable.

Futurepace is also keen to encourage people check out their various special offers for multiple purchases. These exist both on Amazon US and Amazon UK and through the company's social media pages, particularly on Google+.

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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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