

## **MEDIA RELEASE**

The new Katadyn drinking bottle with an integrated three-stage water filter

### **The Katadyn MyBottle turns swamps into springs**

Wallisellen-Zurich, July 16, 2009 – **The new MyBottle is really out of the ordinary: In addition to its trendy styling and easy handling, it is an indispensable travel companion thanks to its integrated three-stage water filter – a perfect drinking system satisfying all needs.**

Gone are the times when you first had to tediously boil water outdoors before you could safely drink it: With the MyBottle, Katadyn has rolled out yet another innovative product for active people who are used to moving autonomously in free Nature. And for people who believe that ecological solutions make sense. The MyBottle also offers some other interesting advantages:

- You can open and close its ergonomically shaped drinking beak with a flick of one finger.
- The drinking bottle is easy to carry and to fix in place thanks to its suspension feature on the lid.
- The Katadyn MyBottle fits into bike bottle holder and bottle belts

#### **But what really counts are the inner values: the three-stage water filter**

Not only outer values make the MyBottle so attractive, but especially its inner ones. The three-stage water filter is the heart of this perfect outdoor drinking system. It eliminates harmful viruses, bacteria, and protozoa. Another benefit of the three-stage water filter is that it improves the taste of the water. No more of that swampy taste of decayed water in your mouth – but the living freshness of spring water!

### **Durable, efficient, and convenient**

The Katadyn MyBottle is one of the top portable water filters available in the marketplace: It supplies some 0.2 liter of drinking water in a minute and is sufficient for 155 fillings. The lightweight MyBottle Purifier weighs a mere 275 grams, and because it is made of food-grade polyethylene, it also has a neutral taste. Its large opening enables it to be easily cleaned by hand or in a dishwasher.

Of course, you can also use the MyBottle without the water filter; it weighs then only 140 g. There are two different variants: A MyBottle Purifier and a MyBottle drinking bottle.

*The Swiss Katadyn company is the world's Number One for individual water purification systems and products, with a global market share exceeding 50 percent. Katadyn has been developing water filters, chlorine and silver-based sterilizing agents, and mobile desalinators for the trekking and marine markets for over 80 years now. Numerous international relief organizations and special army units rely on the products of Katadyn for survival and life saving. The company has further diversified by adding two other outdoor market brands: "Trek'n Eat" – the Number One for outdoor and expedition foods in Europe – produces high-grade, freeze-dried specialty rations. The Swedish Optimus company – producer of outdoor stoves and accessories – joined the Katadyn Group at the end of 2007.*

*Katadyn is headquartered in Wallisellen-Zürich, Switzerland, and operates subsidiaries in Germany, France, Sweden, the U.S.A., and Singapore. The group employs some 100 persons worldwide.*

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