



**FOR IMMEDIATE RELEASE**

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**Polar Insulated Water Bottle Gone Wild!  
And Lexco Has Them**

**Norridge, Illinois (August 11, 2010)** They're insulated. They're colorful. They're WILD! Polar Bottle's new insulated water bottles now feature incredible graphics by Colorado artist Grason Ratowsky. Plus, the bottles can be ordered from Lexco complete with an attractive 12-bottle countertop display.

Lexco carries five of the new graphics Polar Bottles in the 24-ounce size.

Features include:

- Double-wall construction that keeps heat out and cold in.
- Foil layer that reflects solar rays.
- Made of durable, lightweight and FDA food grade-approved low-density polyethylene.
- BPA and Phthalate-free.
- Removable valve for easy cleaning.
- Carrying strap for off-the-bike transport.
- Dishwasher and freezer safe.

Studies have shown that the Polar insulated water bottle will keep your drink cold twice as long as a standard plastic bottle. Plus, because the Polar insulated bottle is freezer safe, you can freeze your contents for even longer on-the-bike "cool." (For best results, partially fill the bottle, freeze it, then add more liquid before you ride.)

"Polar did extensive consumer testing on the new graphics, so the designs were a hit before the bottles were even released," says Karen Peterson of Lexco. "Dealers are going to be thrilled with the buy-through on the new graphic bottles. Plus, the bottles are insulated, which is great for those long summer rides."

Says Judy Amabile, President of Product Architects/Polar Bottle: "We have loved working with Lexco over the last ten years and look forward to many more successful years with them."

For more information about the new Polar insulated bottles with graphics and Lexco or to get the new Lexco 2010 product catalog, contact Lexco at (800) 626-6556, or e-mail [sales@lexcobike.com](mailto:sales@lexcobike.com).

### **About Lexco**

Lexco offers value-driven bicycle products and services to the marketplace. Lexco is a family-owned and operated business that began as a hardware store and Schwinn franchise on Chicago's west side in the 1950s. It continued as a Schwinn bicycle shop on the city's north side in the 60s, and in the 70s, Lexco began making bicycle security cables and has grown that into Lexco's cable division showcased at [www.lexcocable.com](http://www.lexcocable.com). Lexco became a full-scale bicycle parts distributor in 1978. For more information, call toll-free (800) 626-6556 or visit [www.lexcobike.com](http://www.lexcobike.com).

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