



For immediate release:

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COVO DRINKWARE RELAUNCHES AS FREEHEART™

Sarasota, Florida -- (November 17, 2017) -- Precision Products' brand Covo Drinkware, Made in the USA thermal insulated drinkware, is relaunching under the brand name Freeheart™.

Freeheart will make its debut during the following January shows:

- Freeheart Thermal Insulated Drinkware temporary booths at The Atlanta International Gift & Home Furnishings Market, January 11-15, Building 3, Floor 5, Booth 1703 and Building 2, Floor 2, Booth 428
- McManemin Showroom at the Dallas Market Center, January 17-23, WTC Showroom 478
- Lolly & Company at the Seattle Gift Show, January 20-23
- Best of Show Showroom at the Las Vegas Market, January 28-February 1, C804

"We wanted a name that is more emotive and communicates the core brand elements of Adventure, Openness and Passion to our retail partners and consumers," said Rainer Kuhn, President of Covo Drinkware. "The name is all inclusive, like our brand personality. It's also more reflective of our target market and retailers we're choosing to partner with as we accelerate our growth."

The name Freeheart was decided upon after three months of developing hundreds of options, all focused on the brand's core attributes. The company consulted with branding agencies, marcom professionals and key retail partners. After careful consideration, the Freeheart name was chosen.

"We're entering our sixth year of operation and have transitioned from being simply an injection molding company to an emerging consumer brand. We thought the time was right to make this move and create some excitement and passion around our high quality, innovative products," said Kuhn.

Freeheart is in the process of developing a new logo and building a new website under the URL www.gofreeheart.com. The website is scheduled to launch in January 2018.

About Freeheart

Founded in 2011, Freeheart is based in Sarasota-Bradenton, Florida. Freeheart is committed to delivering the absolute best quality and innovation on the market. Freeheart thermal insulated drinkware is Made in the USA and keeps drinks cold & hot, has reduced sweating, and is dishwasher safe (top rack). Freeheart specializes in catering to specialty gift shops, sports & memorabilia stores, buying groups, regional retailers, advertising specialty resellers, and contract manufacturing for OEMs. For information, please call 855-204-5106 or email sales@gofreeheart.com / sales@covodrinkware.com.

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