



For immediate release:

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FREEHEART™ LAUNCHES EMERSON® COLLECTION

Dallas, Texas -- (June 20, 2018) -- Freeheart™ (formerly known as Covo Drinkware), Made in the USA thermal insulated drinkware, announces a license agreement with Emerson Properties to introduce a complete line humorous, edgy and inspiring Coastal, Pet and State Pride designs. The initial collection will comprise over thirty designs and all designs are available to all retail channels.

“We couldn’t be more pleased to enter this partnership with Emerson Quillin to bring his unique collection to market. His artistic flair makes an immediate impact on the retail shelf and his poignant quips keep consumers buying time and time again.”, said Rainer Kuhn, President of Freeheart

“Over 20,000 retail locations around the globe carry Emerson products”, said artist Emerson Quillin. “Now our retail partners have a thermal insulated drinkware partner in Freeheart that is committed to representing our entire line and offer something for virtually any customer.”

The Emerson designs will make their debut during the following summer shows:

- McManemin Showroom at the Dallas Market Center, June 20-26, WTC Showroom 478
- Freeheart booths at The Atlanta International Gift & Home Furnishings Market, July 11-15,
 - Building 2, Temps Housewares Floor #2, Booth 428
 - Enchanted Moments Booth – 14th Floor of Building 2- Suite 1405
- Best of Show Showroom at the Las Vegas Market, July 29 through August 2, Booth C804
- Las Vegas Souvenir Show at the Las Vegas Convention Center, September 25-28, 2018 – Booth 2034
- Gatlinburg (TN) Souvenir Show November 4-7 – Booth 708.

Interested retailers can contact Freeheart by email at sales@gofreeheart.com or via toll-free line at 855-204-5106. They may also apply via the Freeheart Wholesale e-commerce site www.gofreeheart.com.

About Freeheart

Founded in 2011, Freeheart is a manufacturer of thermal insulated drinkware and is headquartered in Sarasota, Florida. Core tenants of the Freeheart brand are to bring passion, adventure and quality to everything we do. 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, outdoor market retailers, 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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