



2012 MEDIA KIT

LIFE TAKES WATER™

WE ALL LIVE DOWNSTREAM

Call us water advocates. We make products that celebrate and protect water.

About KOR

Our mission is to celebrate and protect water. Our passion is to create the world's most stylish, functional personal hydration products. We call our approach, "Better Me, Better World" because we believe you can make a difference without giving up everything you love. Here are some other beliefs we hold near and dear:

- Giving Back.** We believe passionately in the importance of clean water to human health and to the health of our planet. Through our Thirst for Giving™ program, we raise funding and awareness for water-related causes.
- Sustainable by Design.** We believe that well-made, beautifully designed products are inherently more sustainable than commodity products that quickly end up in landfills.
- Health Matters.** Proper hydration is crucial to health, but what you hydrate with matters, too. That's why we make all our products with health-safe materials such as Eastman Tritan™ and food grade stainless steel.

As Seen In...

The New York Times



KOR INNOVATION

Can a product have a soul?

We strive to breathe life into all our products, digging deep for creative solutions to problems that others fail to see, or simply find intimidating. Are we a little obsessed? Probably. But our loss is your reward: a series of innovations that our customers have called “thoughtful,” “delightful,” “inspiring” and other nice things.



Cushioned Base

Enjoy smooth landings with a soft rubber base that protects furniture and prevents slipping.



Easy Clean, Easy Fill

A nifty spout that twists off to reveal a much larger opening for easier cleaning and filling.



Ergo-Comfort

Sleek designs that are a joy to hold. Integrated ergonomic handles that make carrying a breeze.



Hygienic Spout

Most bottles force you to drink from an exposed surface, but our cap design completely protects the spout when not in use.



KOR Perfect Spout™

Our exclusive threadless design feels great on your lips. Large for chugging and ice cubes, small enough to minimize splashes.



KOR Stones™

Disc-shaped tokens with a message that provide a bit of inspiration each time you drink.



No-Worry Cap™

Swivels open with a press of a button and a twist of the wrist, then stays out of your way while you drink.



Health-Safe Materials

The only thing that should come out of your KOR vessel is what you put in it. That's why we use BPA-free Eastman Tritan™ and food grade 18/8 stainless steel.

KOR ONE



The “ONE” that started it all.

We founded KOR with the belief that consumers were seeking a high style, high performance hydration experience. Three years later, the KOR ONE was born – a game-changing product that has captured the imagination of everyone from Oprah to Iron Man. From its iconic shape to its thoughtful and surprising features, the KOR ONE celebrates water through form and function.

Classic Edition

Our Classic Edition comes in four luminous colors, each linked to a different water-related cause. One percent of sales are donated through our Thirst for Giving™ program.



Ice Blue. #7420



Sunrise Orange. #7423



Sawgrass Green. #7422



Orchid Pink. #7421

Features



Product Specs

Capacity: 25.3 oz. (750 mL) • **Weight:** 12.16 oz. • **Dimensions:** 11.36" x 3.54" x 2.58"

Materials: Eastman Tritan™ (vessel body); ABS plastic (trim, handle); GLS TPE (seal, cap insert, bottom pad)



Special Edition

Inspired by our mission to celebrate and protect water, we created the Special Edition. Each vessel features a stunning illustration, evoking the cause it supports. 5% of MSRP is donated through Thirst for Giving™.



Ice Blue. #2448



Sunrise Orange. #2451



Sawgrass Green. #2450



Orchid Pink. #2449

KOR ONE is a winner!



Awarded by NATIONAL GEOGRAPHIC

Each KOR ONE color is linked to one of these water-related causes:



OP
Ocean Protection



CR
Container Recycling



WP
Watershed Protection



GW
Global Water Crisis

KOR DELTA

Be the change.

Delta incorporates everything we've learned about the art of high style, high performance hydration. It's an on-the-go vessel with a confident personality and groundbreaking new features.

Re-Imagining Portable Hydration. Again.

The Delta is our most feature-packed vessel to date and is available in our four classic colors. It comes in two convenient sizes, 500 mL and 750 mL, designed to appeal to every gender and age.



Ice Blue 500. #2581



Ice Blue 750. #2577



Sawgrass Green 500. #2582



Sawgrass Green 750. #2578

Features



Product Specs



Capacity: 16.9 oz. (500 mL); 25.3 oz. (750 mL) • **Weight:** 6.1 oz. (500 mL); 7.9 oz. (750 mL)

Dimensions: 9.75" x 3.0" x 2.66" (500 mL); 10.71" x 3.25" x 2.88" (750 mL)

Materials: Eastman Tritan™ (vessel body, trim); POM plastic (latch mechanism); GLS TPE (seal, cap insert, bottom pad)

What's in a Name?

The first thing you might notice about the KOR Delta is its distinctive angled handle. This is our visual tribute to the ancient Greek symbol for change (Δ). We believe change is good. And Delta is our next step in changing perceptions as we continue to advocate for water in a world that too often takes it for granted.

Innovative Cap Technology

- Completely removable for easier cleaning and filling
- Push-button operation
- Safety latch for extra security



Orchid Pink 500. # 2583



Orchid Pink 750. #2579



Anthracite Black 500. #2997



Anthracite Black 750. #2998

KOR VIDA



Live a little!

We love the durability and beauty of steel. But we didn't like the way steel bottles felt in our hands — or on our lips. So we pushed ourselves to create a better solution. Our reward was Vida. Its tapered profile and ergonomic handle make it a joy to hold. Its BPA-free collar replicates our Perfect Spout™, a first for any steel bottle.

Finally, a steel bottle with a spout your mouth will love!

Vida comes in two sizes and three colors, each with a striking cap accent. Its inviting threadless spout makes drinking a pleasurable experience.



Arctic White 500. #2661



Arctic White 750. #2662



Natural Finish 500. #2588



Natural Finish 750. #2589

Features



Product Specs

18/8 STAINLESS STEEL  Always **BPA free**

Capacity: 16.9 oz. (500 mL); 25.3 oz. (750 mL) • **Weight:** 5.6 oz. (500 mL); 8.0 oz. (750 mL)

Dimensions: 8.56" x 2.74" x 2.74" (500 mL); 10.4" x 3.0" x 3.0" (750 mL)

Materials: 18/8 stainless steel (vessel body); food grade silicone (seals); polypropylene (spout, cap)



Anthracite Black 500. #2663



Anthracite Black 750. #2664



What's in a Name?

Named after Lake Vida, an extraordinary frozen ecosystem in Antarctica, the KOR Vida is our tribute to the preciousness of water and its importance to life. Locked beneath a sheet of thick ice, Lake Vida harbors ancient microorganisms that have been shut off from the outside world for 3,000 years. One part water. One part life. Lake Vida is a precious body of water worth celebrating.

La Dolce Vida

- ◆ Threadless, Perfect Spout™ is a joy to drink from
- ◆ Three, new classy colors: white, grey and black

KOR AURA



Great design doesn't have to be expensive.

We love a design challenge. That's why we decided to create a vessel that exceeded our standards for style and performance, while also offering great value. With its distinctive design and ergonomic features, the award-winning Aura lives up to its heritage.

Discover Your Aura

Its inviting twist-off cap shields the mouthpiece from germs and dirt. Its sleek, tapered profile is pleasing. And its Perfect Spout™ is a delight to drink from.



Ice Blue 500. #2763



Ice Blue 750. #2764



Anthracite Black 500. #2769



Anthracite Black 750. #2770

Features



Product Specs

Capacity: 16.9 oz. (500 mL); 25.3 oz. (750 mL) • **Weight:** 5.1 oz. (500 mL); 5.9 oz. (750 mL)

Dimensions: 8.56" x 2.74" x 2.74" (500 mL); 10.4" x 3.0" x 3.0" (750 mL)

Materials: Eastman Tritan™ (vessel body); food grade silicone (seals); polypropylene (cap)

tritan[™]
from eastman

Always
BPA free

What's in a Name?

The dictionary defines "aura" as "a luminous radiation," but did you know it is also one of Finland's most important rivers? For over 6,000 years, the Aura has helped sustain the vital agricultural region of Southwest Finland and nurtured the many communities that line its banks. It has therefore earned a special place in the hearts of the Finnish people.

KOR Perfect Spout™

- ◆ Exclusive, threadless spout for greater comfort
- ◆ Wide opening enables chugging without splashing



Sawgrass Green 500. #2765



Sawgrass Green 750. #2766



Orchid Pink 500. #2767



Orchid Pink 750. #2768

PRODUCT COMPARISON

Find the right KOR for you.

KOR ONE



tritan[™]
from eastman

Delta (500 mL)































tritan[™]
from eastman

Delta (750 mL)



tritan[™]
from eastman

	No-Worry Cap™			
	KOR Perfect Spout™			
	KOR Stones™			
	Cushioned Base			
	Easy Clean/Easy Fill			
	Ergo Comfort			
	Hygienic Spout			
	Dimensions (inches)	11.36 x 3.54 x 2.58	9.75 x 3.0 x 2.66	10.71 x 3.25 x 2.88
	Weight (ounces, empty)	12.1	6.1	7.9

Vida (500 mL)



18/8 STAINLESS STEEL

Vida (750 mL)



18/8 STAINLESS STEEL

Aura (500 mL)



tritan[™]
from eastman

Aura (750 mL)



tritan[™]
from eastman



8.56 x 2.74 x 2.74

5.6



10.4 x 3.0 x 3.0

8.0



8.56 x 2.74 x 2.74

5.1



10.4 x 3.0 x 3.0

5.9

All KOR products are

Always
BPA free

THE COMPANY WE KEEP

We feel fortunate to have friends in high places.

Creating the next great eco-lifestyle brand is a lot easier when you have fans like these.

1



1. David Beckham
2. Gwyneth Paltrow
3. Tony Stark (Iron Man 2)
4. Jennifer Grey
5. Giada DeLaurentiis
6. David Duchovny

2



3



6



4



5



THIRST FOR GIVING™

• container recycling • global water crisis • ocean protection • watershed protection

Become a water advocate.

At KOR, we believe water is the fundamental source of all life and connects us inseparably. Through Thirst for Giving™, various water causes that deeply impact the future of our planet have been supported through financial donations and raising awareness. We donate at least 1% of sales to select non-profits and engage the public on these issues. For more information, visit korwater.com/tfg.

Container Recycling



CR
Container
Recycling

FACT: About 38 billion
water bottles wind up in U.S.
landfills every year.

Global Water Crisis



GW
Global
Water Crisis

FACT: 1 out of 9 people on
our planet lack access to
clean, safe water.

Ocean Protection



OP
Ocean
Protection

FACT: 80% of all pollution in
seas and oceans come from
land-based activities.

Watershed Protection



WP
Watershed
Protection

FACT: 50% of our planet's
wetlands were destroyed by
humans during the 20th century.

Inspiration in Every Sip.

The KOR ONE and KOR Delta are more than just water bottles. They're reminders of what motivates you. Designed into the cap is a place for your KOR Stone™ — a disc-shaped token with a message that provides a little bit of inspiration each time you drink. Start with the Stones™ that come packaged with your vessel, or visit our website to create your own and share with the community (coming soon).



KOR Buzz

KOR Water has been featured in hundreds of magazines, newspapers, blogs and TV shows. See more buzz at: <http://korwater.com/media>.



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KOR is a proud sponsor of 1% for the Planet and donates 1% of sales to water-related environmental causes.