

Media Release

ZH₂O Bottle

Sales Temporarily Suspended after Successful Launch

The ZH₂O drinking bottle that in 2005 won the innovation competition for the “coolest souvenir of Zürich” proved to be a hot seller during its first few weeks on sale. Owing to a production problem, however, sales of the drinking bottle have had to be temporarily discontinued. The popular souvenir is nevertheless set to hit the shelves again as soon as this problem has been remedied.

During the past few days, some of the drinking bottles sold have developed little rust stains on the neck. As the bottle's initiator, Zürich Tourism has therefore decided to suspend all further sales of the bottle, regarding the rust not just as a serious blemish, but also as an indication of unsatisfactory workmanship. Following the first forced aging tests and analyses conducted at the Veritas Laboratory in Zürich, the steel of which the bottle is made is not expected to have any detrimental influence on the water it contains.

New producer in the offing

The firm of ID Connect responsible for the bottle's design and development is currently looking for a new manufacturer and is confident of being able to deliver a new, fault-free bottle series at a later date. Talks with potential production partners in both Switzerland and elsewhere are already in progress.

Returns possible at any time

Defective bottles can be returned to the store at which they were bought at any time, in which case a full refund will be given. As soon as the new series of bottles goes on sale, however, owners of a defective drinking bottle will also be able to exchange their old bottle for a new one free of charge.

Successful launch and high level of acceptance among consumers

The innovative ZH₂O drinking bottle met with a high level of acceptance among customers upon its launch. Demand in the first two weeks was so vigorous that the

annual supply sold out within just a few days. Zürich Tourism is therefore firmly convinced that interest in this original and practical souvenir will continue unabated in the coming months as well.

The ZH₂O drinking bottle

The ZH₂O drinking bottle was developed for a competition organized by Zürich Tourism, in which it outshone more than 50 other entries. The souvenir designed by Andreas Batliner went on sale at Manor, Zürich Tourism and on the Internet in April 2006 and within just two weeks of the launch, some 6,000 bottles had been ordered and more than 1,700 sold.

The ZH₂O drinking bottle was developed by ID Connect and owing to the small size of the first batch of just 5,000 bottles was produced in China.

A sum of CHF 1.00 is donated to a drinking water project in Tanzania for every bottle sold.

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