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News Release

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Platypus® SoftBottle™ Wins Gear Junkie's 2010 Top Ten Gear of the Year Award

Seattle, U.S.A. - [Cascade Designs](http://www.cascadedesigns.com), the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, is proud to announce that the company's [Platypus SoftBottle](http://www.platy.com) has been selected by the Gear Junkie as one of the [Top Ten Gear Picks of the Year](#). The lightweight, BPA-free bottle is easy to bring anywhere due to its flexible construction and ability to fold flat for convenient packing.



The Platypus SoftBottle was one of ten winners selected from a pool of hundreds of products tested throughout the year by syndicated outdoor columnist Stephen Regenold, founder of the Gear Junkie, who describes the right gear “crucial to the success, safety, speed and relative comfort my teammates and I experienced outdoors and across the world in 2010.” Stephen calls the Platypus SoftBottle “my new water-toting container of choice.”

Certified with the Platypus brand Clean-Taste Guarantee™, the Platypus SoftBottle delivers clean hydration in a shape that is easy to hold and drink from. Its multi-layer construction combines a tough and pliable outer layer with a BPA- and taste-free polyethylene lining that resists bacteria build-up over extended use. The refillable bottle is ultralight, weighing up to eighty percent less than traditional hard hydration bottles. Two cap options are available—a simple Closure Cap or a new dual-valve HyperFlow™ Cap with bite valve that delivers a superfast flow rate. The Platypus SoftBottle is [made in the U.S.A.](#)



“We’re honored to receive this award from Stephen and his team, as we know they’ve tested the heck out of this bottle, in just about every outdoor sport there is and in all kinds of weather.” said Erik Flink, Hydration and Water Treatment Division Director for Cascade Designs. “It’s a great testament to the unique benefits of this bottle over a hard bottle.”

The Platypus SoftBottle is available in five colors and two sizes: a one liter and a slim half liter that is designed to fit securely into any standard drink holder.

About the Platypus® Brand

Seattle-based Cascade Designs, Inc. has been the market leader in innovative flexible and modular hydration products for over a decade, designing easy-to-use, taste-free products for optimum performance under the Platypus brand. Unmatched versatility, quality and performance define the Platypus brand collection of BPA- and phthalate-free bottles, hands-free hydration systems, water carriers, insulators, accessories and a pump-free, fast-flow gravity water filter system compatible with Platypus hydration components. The majority of Platypus products are made in the Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information on Platypus products, visit www.platy.com.

About GEARJUNKIE.COM

Operated by Monopoint Media LLC of Minneapolis, Minn., GEARJUNKIE.com was founded in 2006. It is an online publication devoted to the outdoors, health, fitness, adventure travel, and all the gear and equipment associated with those pursuits. It is based off a nationally-syndicated newspaper column of the same name written by freelance journalist Stephen Regenold, a world-traveling adventurer/journalist with a home base in Minnesota.

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