



18280 SW 108<sup>th</sup> Ave Tualatin, OR 97062  
www.pacific-cornetta.com

**CONTACT:** Cassie Ulrich  
503-218-5170  
cassie.ulrich@pacific-cornetta.com

## **PACIFIC CORNETTA PIONEERS THE SOF-T™ SILICONE AND STAINLESS STEEL TRAVEL MUG.**

***The Sof-t™ is the first of its kind with an innovative material combination and unparalleled branding capabilities.***



**Tualatin, Ore.** (June 2009) – Pacific Cornetta (PCI) today announced the launch of its new product line, Sof-t™, which combines stainless steel and silicone materials to create exclusive new designs. PCI will release the first product, the Sof-t™ mug, at the 2009 Outdoor Retailer Summer Market in July. The mug will be available to Outdoor Retailer attendees at show coffee carts as the 2009 show mug.

The Sof-t's unique silicone and stainless steel material combination offers added comfort to on the go sipping while increasing durability. Due to the flexible nature of silicone and the strength of stainless steel the Sof-t™ is virtually unbreakable. In addition, the use of silicone allows endless customization options through embossing and debossing logos and patterns. "We wanted to create something new and exciting for our customers. Something that no one else in the industry was doing" said Alex Liu, president of Pacific Cornetta, Inc. "I think the Sof-t™ is just what people have been waiting for. It's functional, comfortable, completely customizable, and has a unique new look."

In addition to its unique material and branding capabilities, the Sof-t™ is dishwasher safe, 100% recyclable and BPA-free. The simplistic construction and reduced materials make it easy to separate and recycle the silicone, plastic lid and stainless steel lining. "Although the Sof-t™ will have a very long life, we wanted consumers to be able to dispose of it with minimum impact to the environment," said Liu. "That is why we chose these materials and this type of simplistic construction. Consumers can enjoy the Sof-t™ without the worries of its environmental impact."

The Sof-t™ will be available in multiple colors, shapes and patterns. Stop by the Pacific Cornetta booth, #31035E, at the 2009 Outdoor Retailer Summer Market.

**About Pacific Cornetta, Inc.**

*For 20 years Pacific Cornetta has created quality beverageware products including insulated mugs, vacuum bottles, water bottles and accessories. Everyday we strive to live our motto to **Innovate, Improve and Inspire**, and believe our products and practices do just that. We are continually searching the world for the inspiration and ideas that define our signature Liquid Solution® and Pearl® beverageware collections. Each product is crafted from the highest quality materials and stringently tested to ensure superior performance and customer satisfaction. All of our products are durable, refillable, and BPA-free.*

*For more information, visit [www.pacific-cornetta.com](http://www.pacific-cornetta.com).*

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