

PRESS RELEASE

ASSIST creative resources Ltd
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The easy-squeeze solution to hydration from Shotz

Developed with the requirements of athletes in mind, the impressive Shotz Hydration Delivery System has been extensively road-tested to ensure that it satisfies even the most demanding of athletes.

Boasting an innovative on-demand valve that provides a fast, high-flow drinks delivery system, the Shotz Hydration Delivery System has been fashioned from super soft easy-squeeze polyethylene meaning that a simple squeeze of the bottle provides instant hydration.

The transparent Shotz drinks bottle features a clearly-marked, graduated measuring scale that eliminates the guesswork from mixing your favourite sports drink and helps ensure that you achieve best results plus you will always know how much is left.

Simply pop a Shotz Electrolyte Tablet, proven to prevent cramping and keep you hydrated, into your Shotz drinks bottle and fill to the 500ml line for a delicious, refreshing hypotonic drink that can help power you to optimum performance.

The ultra lightweight and stylish Shotz drinks bottle sports distinctive Shotz branding, letting the competition know that you mean business, while the 750ml capacity will help keep you hydrated at all times.

A tight seal, screw top cap covers the wide opening mouth that makes filling and cleaning your Shotz drinks bottle effortless. Every Shotz Hydration Delivery System is supplied individually shrink wrapped for hygiene and because it's transparent it's easy to spot any residue.

The Shotz drinks bottle fits easily into a bike bottle cage making it ideal for cyclists while a handy grip indent ensures that the Shotz drinks bottle is easy to carry whether you are



hitting the gym or off for a run. Whatever your chosen pursuit, the Shotz Hydration System is a must-have accessory.

The Shotz Hydration System is the latest addition to the Shotz sports nutrition range and perfectly illustrates Shotz commitment to providing portable sports nutrition solutions that put the athlete in control.

SRP: £8.99 (inc VAT)

For availability and additional Shotz product information:

www.assist.co.uk/brands/shotz

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For more information about this press release, please contact the media division:

Tel: 01978 664743

media.centre@assist.co.uk

The Media Division will be unveiling many innovative new media strategies across a wide variety of communication platforms over the next few weeks. You can keep up to pace with the development by visiting our press room: www.assist.co.uk/press-room

About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training.

Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.