



Innovative reusable bottle puts sustainability and style at the forefront.

SYDNEY - Blem Beach Accessories, an Australian company that champions sustainability, has launched a new product that combines style and eco-friendliness: The Easy Clean Bottle™ with a removable base that allows easy and effortless cleaning. Designed to reduce single-use plastic waste, this is a reusable water bottle that comes in two sizes and three colours to suit every personality.

Made from high-quality stainless steel, The Easy Clean Bottle™ is durable and long-lasting, with a double-wall vacuum insulation. Its wide mouth and leak-proof design make it easy to use and transport, whether you're commuting, hiking, or just running errands.

"Sick and tired of single use plastic bottles washing up on the beach, and "reusable" bottles being thrown away every couple of months because of mould build up- we knew that there had to be a better way. We believe that everyone can make a difference in looking after the environment, and that's why we created the Blem Bottle," said Robert Hing, founder of Blem Beach Accessories. "By choosing to use our Easy Clean Bottle, we can reduce the amount of plastic waste that ends up in landfills and oceans.

"We wanted to make sure that the bottle was stylish and practical, so that people would want to use it every day."

The Easy Clean Bottle™ is available in two sizes - 600ml, and 1.1L (coming soon) - and comes in three timeless colours: indigo blue, sage green and pastel pink. Each bottle is made from premium 18/8 stainless steel and is BPA-free, phthalate-free, and toxin-free, making it safe for everyday use.

"We wanted to create a bottle that not only looks good, but also feels good to use," said the founder. "The Easy Clean Bottle™ is not just a practical solution to reducing plastic waste - it's a statement about our commitment to sustainability and our love for the planet."

The Easy Clean Bottle™ is available now at blem.com.au, where customers can choose their preferred style - and even personalise it with their names, initials or brand. With its stylish design and eco-friendly message, The Easy Clean Bottle™ is set to become a must-have accessory for anyone who cares about the environment and wants to make a difference.

For more information, please visit www.blem.com.au

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