

# The Flat Water Bottle That is Taking the World by Storm

memobottle Pty Ltd Friday, September 10th, 2021

## Contact Profile

### And the two Aussie boys behind the brand

Introducing the memobottle. A water bottle that has brought half a million in funding in just the first two weeks of its Kickstarter campaign.

The social and environmental impact stats from the Kickstarter campaign alone are equally impressive, with the company:

- Preventing over 1.5 million single-use bottles from being discarded from landfill
- Donating over 1.3 million days of clean water to those in need



### So why is this new water bottle so revolutionary?

Here's a problem I bet you experience all of the time - you're packing for school, the office, or a hike but your water bottle just keeps on taking up all the space in your bag. You've tried playing Tetris with all possible combinations and positions, but it simply won't fit.

Well, that's a dilemma that memobottle has solved with their unique flat, reusable water bottles. Founders Jesse Leeworthy and Jonathan Byrt launched the head turning, ingenious bottles in four unique sizes that are designed around the standard international paper sizes, allowing them to fit perfectly in your bag. The memobottle is designed to ensure you'll never leave your bottle behind again.

"We analysed the other objects that we often carry in our bags and realised that the majority were flat - laptops, books, ipads. It didn't make sense for our water bottles to be round" says memobottle co-founder and designer Jesse Leeworthy.

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“Our goal is to inspire everyone to go reusable. Our bottles are built to last, they save you space in your bag, and allow you to have water on the go wherever you go” says Byrt.

The light weight stainless steel memobottles feature a wide mouth piece and an internal thread, making them easy to fill when you’re on the go, and create a smooth drinking experience. memobottle have also released bottle cleaning tablets to ensure your bottle is always squeaky clean.

The recent Kickstarter campaign is another re-invention of the traditional water bottle, after the duo released their original memobottle back in 2014 that became a viral sensation. The unique style and convenience of the product has generated endorsements by well-known personalities such as Jennifer Lopez, Hailey Bieber, the Kardashians, and Anne Hathaway.

memobottle, a certified B-Corporation, estimates that they have prevented over 100 million single-use water bottles from being consumed and discarded to landfill in the past six years. And through their partnership with the not-for-profit water.org, memobottle has provided over 11 million days of clean water to those in need. Despite the huge impact, Leeworthy and Byrt are confident that they are only just getting started.

memobottle’s Stainless Steel Kickstarter campaign is live until 16th September.

Find out more here: <https://bit.ly/memo-ss>

Link to imagery folder [here](#).

Obtain your unique 20% commission link through Kickbooster [here](#)

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