

## bobble is 2!

it's been 2 years since bobble became a part of this world, and my, how we've grown. since bobble's first steps into filtration, we've grown to a family of bottles, jugs, and accessories.

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bobble is two!

**bobble**  
make water better.

it all began in 2008 with husband and wife Richard and Stephanie Smiedt. the pair had been developing products in Asia and were overwhelmed by the amount of waste they were encountering on a day to day basis. fields of factory waste were piled high throughout the countryside, breathtaking in both size and horrific smell. it was then they decided they had to do something about it. they decided to tackle one of the greatest waste producers: bottled water. never before had a company created a way for people to easily and cost-effectively filter their water on the go, and so came bobble.

Richard and Stephanie paired up with designer Karim Rashid and worked for months to perfect bobble's design. in March 2010, the bobble team headed to the Chicago International Home and Housewares Show to introduce bobble to the world.

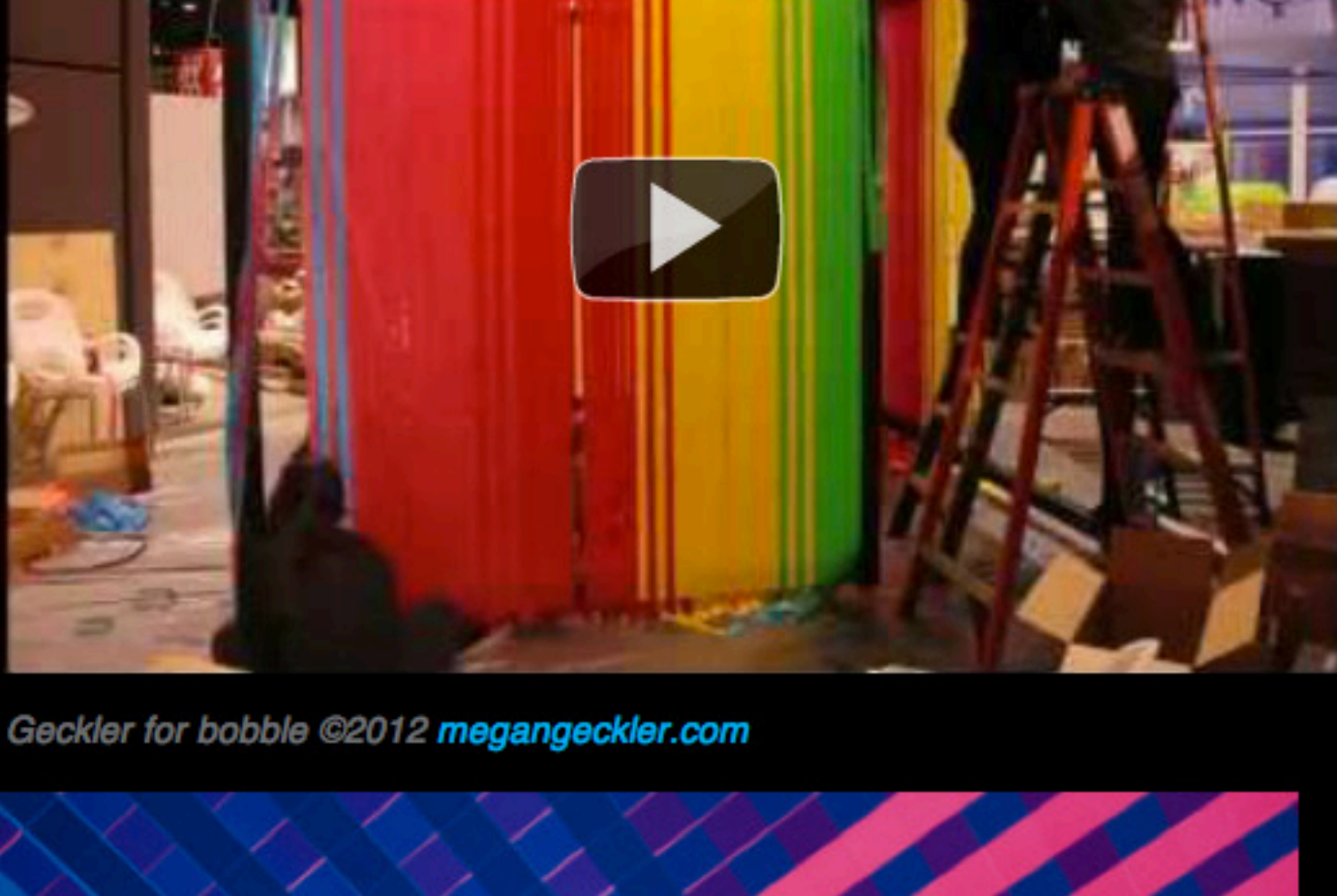
from there, bobble blew up. from spots in **O Magazine** and the **New York Times**, to partnerships with actress **Sophia Bush** and the release of the **bobble jug**, bobble has taken on a life of its own. in two years alone, nearly 10 million bobbles have been sold worldwide. we've seen bobble become a part of our fans lives as a workout partner, a lunch buddy, and a travel companion.

and in true bobble fashion, we couldn't let a birthday pass without a celebration. so we packed up and headed back to where bobble first took those big steps: The International Home and Housewares Show in Chicago.

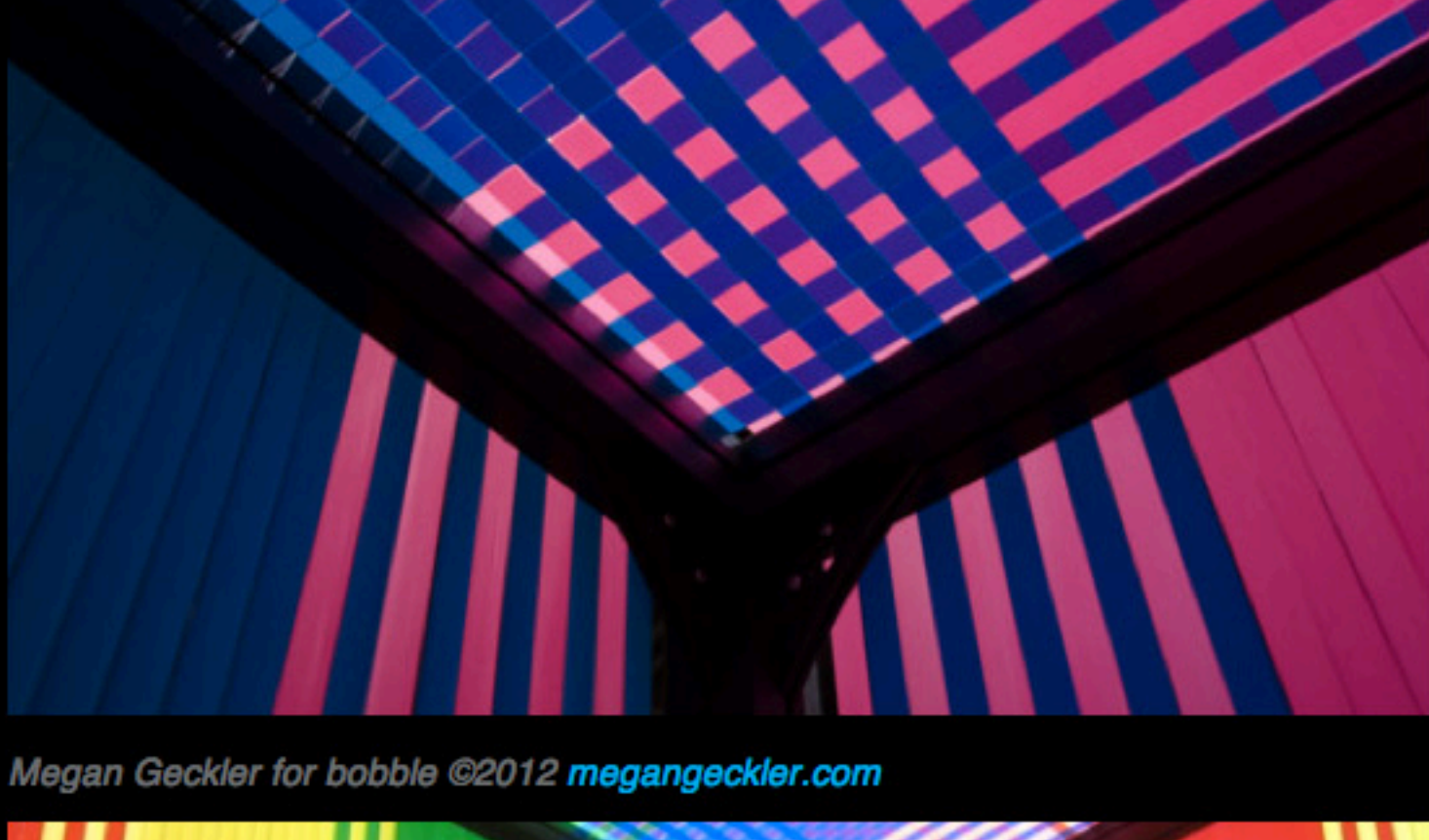
never afraid to make a bit of a splash, we knew that we had to bring some bobble fun to the trade show and what better way to make a statement than bringing a custom-designed installation to our booth?

we commissioned artist Megan Geckler ([megangeckler.com](http://megangeckler.com)) to weave together the cube from flagging tape in bobble colors. it served as a meeting place for discussions during the show, but also proved to be quite the talking piece for all on the outside.

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Megan Geckler for bobble ©2012 [megangeckler.com](http://megangeckler.com)

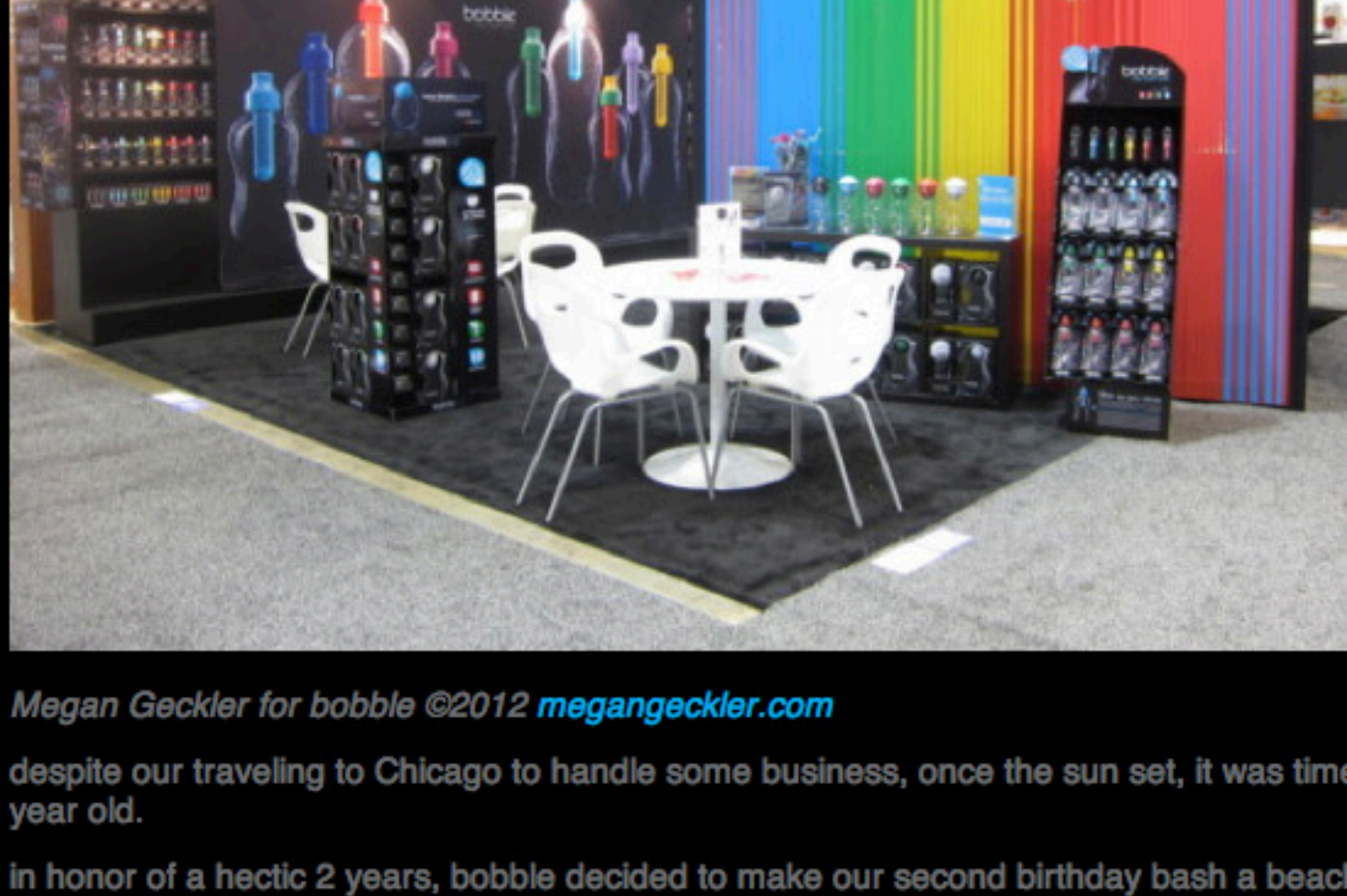


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despite our traveling to Chicago to handle some business, once the sun set, it was time to party like a 2 year old.

in honor of our traveling to Chicago to handle some business, once the sun set, it was time to party like a 2 year old. in honor of the Shedd Aquarium, bobble decided to make our second birthday beach...literally. Chicago's Shedd Aquarium served as the backdrop for our party, where beach balls, surfboards, and fish (of both the inflated and living, swimming, gill breathing variety) joined colleagues and family members to celebrate bobble's growth. guests had their picture taken in an aquatic themed **ActionBooth** and were served up slices of a bobble jug shaped cake.



image courtesy of Barry Brechelsen/BizBash

near the end of the party, founders Richard and Stephanie Smiedt delivered a heartfelt speech, thanking all for their support, and closed the festivities with a lively Mariachi performance.



images courtesy of Barry Brechelsen/BizBash

after the whirlwind of Chicago, the team headed back home, excited to push the momentum generated at the show into our third year in business. the past two years have been incredibly exciting, but we couldn't have done it without you, our bobble fans and customers. we want to extend a big thank you to all the members of our bobble family worldwide for helping us grow to 2. we're look forward to many more birthdays to come.

best,

bobble

[to check out more bobble birthday fun, click here](#)

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