



BLUEDESERT[®]

INNOVATIVE IDEAS FOR LIFE[™]

LIFESTYLE OUTDOOR URBAN BIKE EVERYDAY LIFE

2016 - 2017



BLUEDESERT[®]

BlueDesert® LTD was established in Israel in 1987 by Amit Ben-Sasson, a well-known designer and developer of innovative outdoor products.

BlueDesert® inventions have propelled the company to become a globally recognized name, standing for unique and one-of-a-kind concept ideas and designs for everyday life, outdoor, sport activities, travel and bicycling.

BlueDesert® is constantly investing in research and development to ensure the in-house design-team is up on the newest trends and needs of the consumers.

Our inventions provide simpler, safer and more convenient solutions for people on-the-go. Our main product lines are presented in this catalogue and include:

bottelito™ (Cozy insulated bottle covers - MultiFlex™ 1 Size fits all)

SmarTube® (Drinking system for water bottles)

BiteCap™ (Silicon bite valve for standard water bottles)

SmarTube® hydration packs (Water bottle packs - SmarTube® systems)

H2bike™ (Drinking system for bikers)

Keep2go™ (Personal travel tube container)

Cap2go™ (ClipCap™ bottle carrier)

DriveSafe™ (Automotive headrest drinking systems and organizers)

KeepAir™ (Created with air - Innovative inflatable products concept)

BlueDesert® products are sold around the world through number of professional and general distribution channels and partners, retail stores and established distributors all over the world.

KeepAir™ our latest innovative product line is due to be revealed. These highly anticipated new consumer products have already won prizes and nominations for original design and innovative solutions at several international trade shows, awards and competitions.

We are looking forward to welcoming you to the BlueDesert® innovative products for life.

For more information on the products or on becoming a dealer or distributor, please contact us at info@bluedesert.co.il

www.bluedesert.co.il



Stop bottle sweat

bottelito™

Cozy Insulated Bottle Covers

MultiFlex™

1 Size fits all



Wine



Beer



Can



Wide



Baby



Small



Large





bottelito™

Cozy Insulated Bottle Covers

GO ON ANY BOTTLE SIZE

BETTER INSULATION & PROTECTION

ONE SIZE FITS ALL SIZE BOTTLES & CONTAINERS

INSULATED THERMO SLEEVE TO KEEP COLD & HOT DRINKS

COZY FEEL - STOP BOTTLE SWEAT - EVERYDAY - IN & OUTDOOR

WATER BOTTLES • BEER • CANS • WINE • MUG • BABY MILK BOTTLES

• VASES • CONTAINERS AND MORE...

Stop bottle sweat

bottelito™

Cozy Insulated Bottle Covers



Black



Grey



Light grey



Tobacco



White



Brown



Olive



Green



Light green



Yellow



Jeans



Blue



Turquoise



Sky Blue



Light Blue



Purple



Red Wine



Red



Orange



Pinki





Counter Display
36 Units

Floor Display
72 (x2) Units



- OEM & PRIVATE LABEL
 - MIX ASSORTED COLORS
- ACCORDING TO AVAILABLE STOCK

One Size Fits All Size Bottles & Containers



Cozy feel - Stop bottle sweat



BLUEDESERT®

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Contact us at info@bluedesert.co.il

All product names & logos are trademarks
of their respective companies

BlueDesert® - bottelito™ products, their design and/
or use may be covered by one or more pending patents
and/or pending utility models and/or industrial design
applications in various countries.

www.bottelito.com www.BlueDesert.co.il





Drinking System for Water Bottles

🇩🇪 Trinkschlauch für Flaschen

🇯🇵 ペットボトル対応ドリンクチューブ

🇫🇷 Tuyau pour boire d'une bouteille

🇪🇸 Tubo para beber de la botella

🇮🇹 Tubo per bere dalla bottiglia

🇳🇱 Drinkslang voor flessen

SmarTube® product line is a novel, no-nonsense, make-sense active hydration concept by **BlueDesert®**. The many years of experience of the **BlueDesert®** team in design, development and production of outdoor and travel gear have taught us the importance of providing the right solutions to the customers' needs and this is the premise of the **SmarTube®** line.

A growing awareness of the importance of hydration during physical activities calls for efficient, readily accessible and cost effective hydration solutions. Focused on real needs and priorities of hikers, bikers and outdoor activity participants, **SmarTube®** product line spares purchasing of expensive bladder based hydration gear, inherently involving dirt accumulation, bacteria accumulation, inconvenient cleaning and maintenance concerns. Unlike hydration bladders available only at specialty stores, water bottles are available at any store and **SmarTube®** turns them into hydration system in no time.

SmarTube® is a simple, reliable, and cost effective hydration accessory line that transforms almost any drinking bottle - from standard water and beverage bottles, through specialty outdoor bottles like Gatorade®, Powerade®, SIGG® and Nalgene®, through bike bottles and standard canteens - into on-the-move, hands-free hydration system. There's no need to fill, rinse and dry bladders after use, or clean them before use. Simply take a mineral water bottle, connect the **SmarTube®** and you are ready to go!

SmarTube® uses the highest quality components that last. A top quality drinking tube fits most common outdoor and biking aluminum bottles using a revolutionary, worldwide patent pending, universal, one-size-fits-all **MultiCap™** bottle closure. The same tube may also be used with the unique new, worldwide patent pending, **H2bike™** drinking system for bikers, making active drinking user friendly, hassle free and a fun experience.

Being safe, hygienic, cost effective and sensible, **SmarTube®** is a hydration concept that makes hands-free hydration accessible to everyone.

Don't forget your SmarTube® to keep you high but not dry™...



A NEW HYDRATION SYSTEM WITH SPECIAL CAPS, TUBE AND MOUTHPIECE - ALLOWS YOU A HYGENIC AND CONVENIENT DRINK FROM ANY STANDARD WATER BOTTLE DURING ACTIVITY

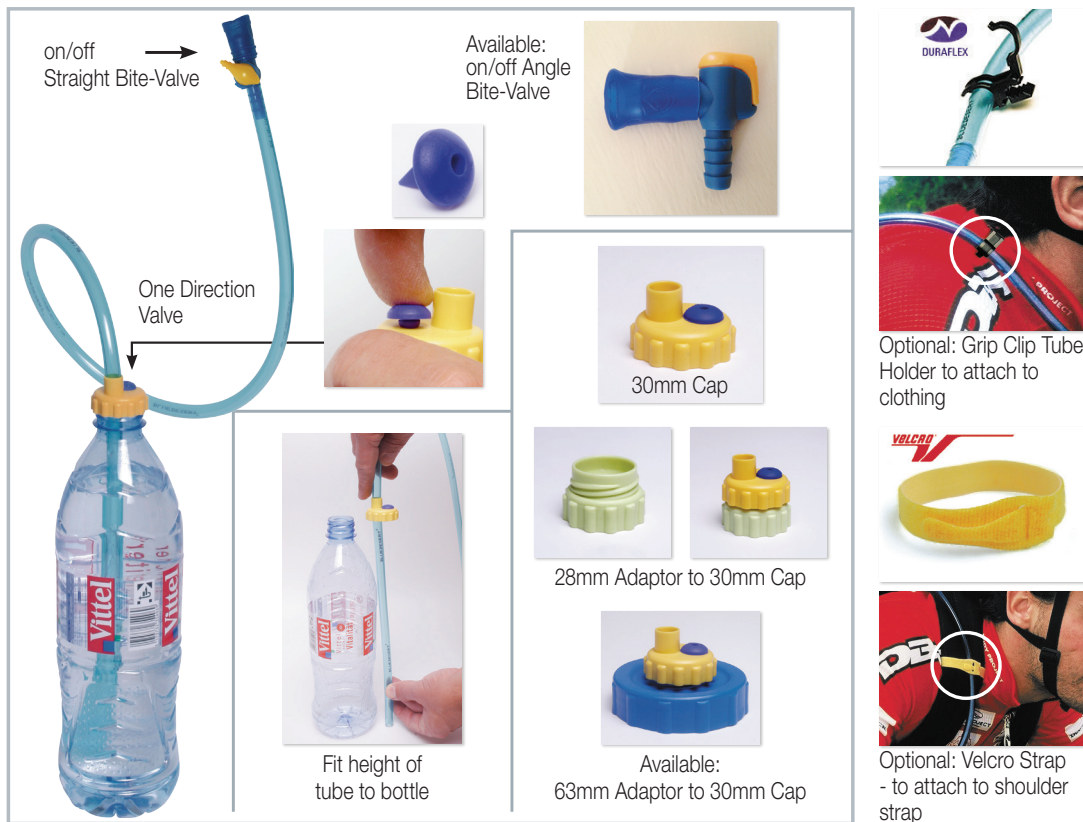
Backpacking ■ Jogging ■ Climbing ■ Trekking ■ Walking ■ Biking ■ Spinning ■ Hiking ■ Weekend Expeditions ■ Urban Travels ■ Trail ■ Running ■ Skating ■ Motorcycling ■ School Bags ■ Camping ■ Fishing ■ Hunting ■ Boating ■ Outdoor Workers ■ Cross-Country Skiing ■ Skateboarding ■ Cars ■ Police ■ Military ■ Disabled ■ Bottle Holders ■ Mesh Pockets ■ Extreme Sports ■ Beach Going ■ Nature Partying

All product names & logos are trademarks of their respective companies



SmarTube®

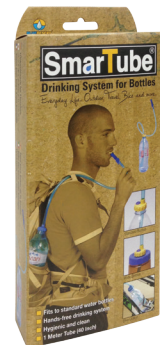
Drinking System for Water Bottles



12 units Counter Display
(closed)
(24x24x28cm)



12 units Counter Display
(open)
(24x24x50cm)



Single Pack
(11x3x24cm)
ITEM #0936 SmarTube®

SmarTube® Caps & Adaptors Available:

SmarTube®
cap for
standard
30mm water
bottles (PET)

SmarTube®
adaptor for
standard 28mm
water bottles
(PET)

SmarTube®
63mm adaptor:
Nalgene,
Camelbak,
Bike bottle
and other wide
mouth bottles

SmarTube®
37mm cap:
Nalgene
narrow-mouth,
U.S. military
and other
canteens

SmarTube®
37mm cap:
Gatorade,
Powerade and
other bottles

SmarTube®
Silicon
MultiCap™ for
SIGG, Laken
and any other
aluminum
bottles

SmarTube®
40mm Silicon
MultiCap™ for
Klean Kanteen
and any other
stainless-steel
bottles



Instructions for Use:

Wash with water before use

1. Remove from packaging 2. You have the choice of alternative sized caps - choose the correct cap/adaptor for your bottle 3. Fit the height of the tube to the height of the bottle and insert 4. Be sure the SmarTube® cap is tightly closed 5. Put bottle upright in any pocket or holder 6. Bite on mouthpiece and suck water at the same time.

Cleaning Instructions:

SmarTube® may be washed and rinsed with warm water using liquid soap, soda bi-carbonate or denture cleaning tablets. Be sure to dry your SmarTube® before putting into storage.



SGS approved drinking system Tube of FDA approved ingredients

- Guarantees regular and convenient liquid intake during all outdoor activities, from cycling to jogging, skating to hiking or just a walk outdoors whether to school or anywhere else
- Suits professional athletes as well as ordinary on-the-go people
- Satisfaction Guaranteed - we stand behind the quality of our products
- Water Supply Assembly is a patented product

All product names & logos are trademarks of their respective companies

SmarTube®

Drinking System for Water Bottles

- Fits any standard water bottle
- Hands-free drinking system
- Hygienic and clean

BiteCapTM

Bite-Valve For Standard Water Bottles

Professional Silicon Bite-Valve
Fits Standard Water Bottles and more
 (worldwide patent pending)

■ Fits standard water bottles and more

■ Hands-free drinking system

■ Hygienic and clean

Backpacking ■ Biking ■ Climbing ■ Trekking ■ Walking ■ Jogging ■
 Spinning ■ Hiking ■ Weekend Expeditions ■ Urban Travels ■ Skiing ■
 Trail ■ Running ■ Skating ■ Motorcycling ■ School Bags ■ Camping ■
 Fishing ■ Hunting ■ Boating ■ Outdoor Workers ■ Cross-Country Skiing
 ■ Skateboarding ■ Cars ■ Police ■ Military ■ Disabled ■ Bottle Holders
 ■ Mesh Pockets ■ Extreme Sports ■ Beach Going ■ Nature Partying

#0919 **BiteCap™**
Complete set includes:
28 mm, 30 mm & 63 mm caps,
Bite-Valve, One direction valve
(Other size caps are available)



BiteCap™
Counter Display



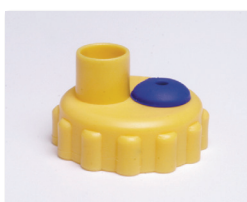
#0918 **BiteCap™** Basic set includes:
28 & 30 mm caps, Bite-Valve,
One direction valve
(Other size caps are available)



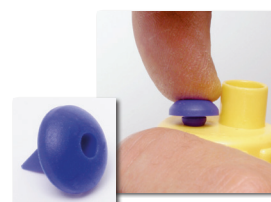
28mm Adaptor to 30mm Cap



30mm Cap



63mm Adaptor
to 30mm Cap



One Direction Valve

BiteCap™ Caps & Adaptors Available:

BiteCap™ for
standard 30mm
water bottle (PET)

BiteCap™ for
standard 28mm
water bottle (PET)

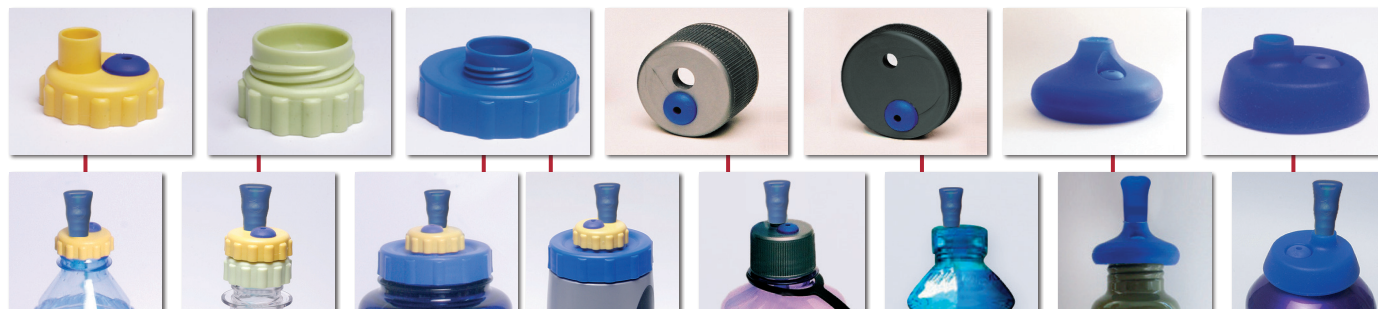
BiteCap™ 63mm
adaptor: Nalgene,
Camelbak, Bike
bottles and other
wide mouth bottles

BiteCap™ 37mm
cap: Nalgene narrow
mouth, U.S. military
and other canteens

BiteCap™ 37mm
cap: Gatorade,
Powerade and other
bottles

BiteCap™ 40mm
Silicon MultiCap™ for
Klean Kanteen and
any other stainless-
steel bottles

BiteCap™ Silicon
MultiCap™ for SIGG,
Laken and any other
aluminum bottles



CLEANING INSTRUCTIONS:

BiteCap™ may be washed and sterilized with warm water using liquid soap, soda bi-carbonate or denture cleaning tablets. Be sure to dry your **BiteCap™** before putting into storage.



Food approved - Made in Israel

- Guarantees regular and convenient liquid intake during all outdoor activities, from cycling to jogging, skating to hiking or just a walk outdoors whether to school or anywhere else
- Suits professional athletes as well as ordinary on-the-go people
- Satisfaction Guaranteed - we stand behind the quality of our products
- Water Supply Assembly is a patented product

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BiteCap™ worldwide patent pending

All product names & logos are trademarks of their respective companies.

www.bluedesert.co.il
www.bitecap.com



SmarTube® Hydration Packs

(Water Bottle Packs - SmarTube® System)

SmarTube® Hydration Packs (Water Bottle Packs)

BlueDesert® has created the comprehensive **SmarTube®** packs collection, specially designed for active people using drinking bottles based hydration systems.

SmarTube® packs are ergonomically shaped to perfectly fit the body while active. The meticulous design resulted in a very flexible and comfortable line of hydration packs, even when housing rigid liquid containers. **SmarTube®** packs are all thermally insulated for maintaining liquid temperature while on the move.

SmarTube® packs collection includes professional day packs, biking water packs, bottle carriers and fanny packs. All **SmarTube®** packs are made of finest quality materials and components and are built to last.



Desierto™
Double Day Pack - Maximum
Water Capacity 6 liters / 200oz



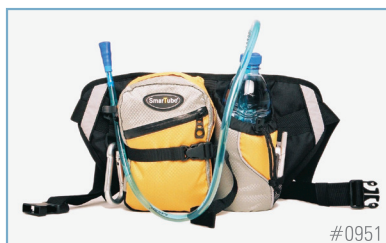
Sinai™
Basic Bottle Carrier - Maximum
Water Capacity 2.25 liters / 80oz



Trankozo™
Single Back Pack - Maximum
Water Capacity 2.25 liters / 80oz



Kara Kum™
Double Fanny Pack - Maximum
Water Capacity 2 liters / 70oz



Sonara™
Single Fanny Pack - Maximum
Water Capacity 1 liters / 35oz



Gobi™
Basic Fanny Pack - Maximum
Water Capacity 1 liters / 35oz



- All SmarTube bags are specially designed and shaped to carry water bottles, with or without SmarTube (hydration system) on the body, with maximum comfort.
- All SmarTube bags are manufactured from the highest quality materials for maximum performance.
- All SmarTube bags are fully insulated.
- Bags include: ■ a night reflector ■ an elastic cord system for additional gear ■ mesh pocket and zipper compartments for easy access to extra gear ■ tube buckle - secures drinking tube to bag ■ 3-D air mesh system keeps you ventilated

- All Bags include WR-Zippers (water resistant).
- Backpacks include adjustable sternum strap L.A.D tab holder and/or waist belt.
- Satisfaction Guaranteed - we stand behind the quality of our products.

Accessories

SmarTube®
Drinking System for Water Bottles

&

H₂bike™
Drinking System for Bikers

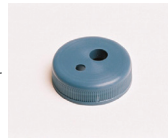
■ Drinking Tube



#0920



■ SmarTube® Cap for 37mm Gatorade®, Powerade® & Other Bottles



#0915



■ SmarTube® 40mm Silicon MultiCap™ for Klean Kanteen and any other stainless-steel bottles



#0917



■ Bite Valve



#0921



■ SmarTube® Patent Pending MultiCap™ for SIGG® Bottles and Other Aluminum Bottles



#0916



■ Bite Valve on/off 360° Angle and Cap



#0940



■ Grip Clip Tube Holder



#0943



■ One Direction Valve for SmarTube® Cap



#0923



■ SmarTube® Clip



#0926



■ Bite Valve Angle Connector



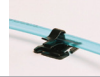
#0929



■ Sternum Strap Adjuster and Tube Clip



#0944



■ Bite Valve Straight Connector



#0922



■ SmarTube® Protective Spring (for tube)



#0924



■ Straight Tube Connector



#0941



■ Velcro® Strap



#0925



■ Y - Tube Connector (for water & energy drinks, double system clamp control)



#0942



■ Tube Clamp on/off (For water & energy drinks, double system clamp control)



#0945



■ SmarTube® Cap for Standard 28 mm Water Bottle (PET)



#0910



■ SmarTube® Cap for Standard 30 mm Water Bottle (PET)



#0911



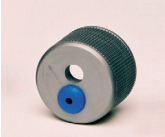
■ SmarTube® cap for 63 mm Nalgene® wide mouth & OTG bottle, CAMELBAK® bottle, bike bottles and other containers



#0912



■ SmarTube® Cap for 37 mm Nalgene® Narrow Mouth Bottle, U.S. Military



#0913



■ MultiFIX™ Bike Tube Holder (for SpiralTube® & SmarTube® / StraightTube™)

H₂bike



#0801



■ SpiralTube™ (p.u. Tube)

H₂bike



#0802



■ StraightTube™ (p.u. Tube)

H₂bike



#0836



■ Bike bottle (LDPE)

H₂bike



#0803



All product names & logos are trademarks of their respective companies



Drinking System for Bikers

- Operates with most Bike & PET Bottles
- Easy - Free - Fast - Safe
- Safe Biking for Pros
- Easy Access
- Hands-Free



■ PET Bottles Option





Drinking System for Bikers



H2bikeBasic™ Single pack
(9x11x17 cm)

Contains: 1.0 / 1.20 Meter Drinking Tube, Bite-Valve (on/off), 28+30+63mm Caps & Adaptors (Include One Direction Valve), MultiFix™ Cone, 2 x Silicon ladder straps + 2 x Half moon silicone units (for better attachment on Handlebar), Available: SpiralTube™, Other Accessories, Alternative Caps and more.

H2bike™ Caps & Adaptors Available:

H2bike™ cap for standard 30mm water bottles (PET)

H2bike™ adaptor for standard 28mm water bottles (PET)

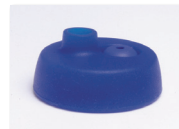
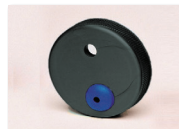
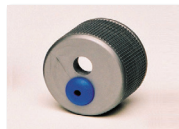
H2bike™ 63mm adaptor: Nalgene, Camelbak, Bike-bottles and other wide mouth bottles

H2bike™ 37mm cap: Nalgene narrow mouth, U.S. military and other canteens

H2bike™ 37mm cap: Gatorade, Powerade and other bottles

H2bike™ Silicon MultiCap™ for SIGG, Laken and any other aluminum bottles

H2bike™ 40mm Silicon MultiCap™ for Klean Kanteen and any other stainless-steel bottles



CLEANING INSTRUCTIONS:

H2bike™ may be washed and rinsed with warm water using liquid soap, soda bi-carbonate or denture cleaning tablets. Be sure to dry your H2bike™ before putting into storage.



Food approved - Made in Israel

- Guarantees regular and convenient liquid intake for all outdoor activities, from cycling to jogging, skating to hiking or just a walk outdoors whether to school or anywhere else
- Suits professional athletes as well as ordinary on-the-go people
- Satisfaction Guaranteed - we stand behind the quality of our products
- H2bike™ is a worldwide patent pending

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H2bikeBasic™ worldwide Patent Pending

All product names & logos are trademarks of their respective companies

www.bluedesert.co.il

www.h2bike.com

Product Profile:

H2bike™ is a new patent pending product, by BlueDesert®, developed especially to meet hydration needs of bikers while cycling.

Common drinking bike bottles remain by far the preferred hydration solution by bikers. The inconvenience and hassle of carrying a hydration pack on the back while cycling, emphasizes the need for a truly hands-free and safe, bike mounted hydration system. The desire to use the SmarTube® for the benefit of bikers inspired us to develop the H2bike™ bikers hydration kit.

With the safety of the rider in mind, BlueDesert® developed the H2bike™ which requires minimal attention from the biker. While using H2bike™, one swift motion to bring the mouthpiece to the mouth, eliminates the need for lengthy removal of the hand from the handlebars necessary to operate and hold a bottle while drinking on the move.

One of the main concerns of cycling sports hydration is the positioning of the mouthpiece ready for drinking, while not in use. Just as important is the residual tube length while not in use. H2bike™ addresses these two issues in one innovative way, unmatched by others. Furthermore, H2bike™ is compatible for use with most mineral water bottles, bike bottles and outdoor bottles like Gatorade®, Powerade®, SIGG®, CAMELBAK® and Nalgene®.

H2bike™ is the outcome of extensive R&D relying on input by professional bikers. The revolutionary MultiFix™ allows fixing the mouthpiece in the desired vertical and lateral position for optimal hands free accessibility to the biker while cycling. MultiFix™ serves also as a resting point for a SpiralTube™ (an auto-retracting memory-flex drinking tube), or for the StraightTube™ SmarTube® drinking tubes. The SpiralTube™ and the StraightTube™/SmarTube® are manually extracted to bring the mouthpiece to the biker's mouth. Once released, it self retracts and repositions on the MultiFix™ holder, ready for the next use.

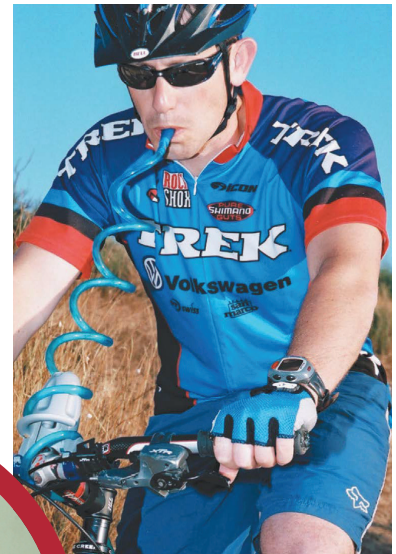
H2bike™ is yet another make-sense, well thought out product by BlueDesert®



Drinking System for Bikers



H2bike™ A hands-free, ride-safe biking hydration solution that works!



Bike Bottle Drinking System

- Easy Access
- Self-retracting SpiralTube™
- Hands-Free
- Safe Biking for Pros
- SpiralTube™ Operation Included
- Operates with All Bottles (adaptor caps available)



- StraightTube™ Operation Included

All product names & logos are trademarks of their respective companies

Keep2go™

Small Important Things in Life

Your Personal Travel Tube Container

CompacTube™ Multi-Purpose Container to Keep Your Small Things Organized & Safe



Don't forget the small things!

Keep2go™ is the perfect solution for those easy-to-lose, hard-to-carry things - whether essential or just for fun.

Keep2go™ is a super-strong, portable, multi-purpose container. Compact, lightweight and secure - Keep2go™ allows you to safely and comfortably carry anything from your personal first aid kit to your everyday knick-knacks when on the go.



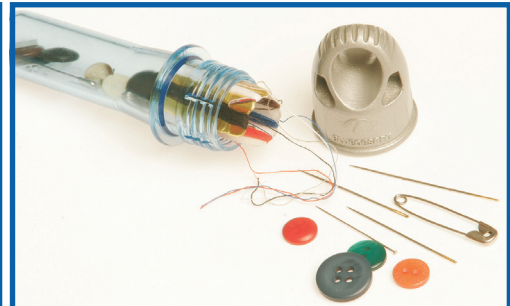
Available:
Adjustable Cord



Key Chains &
Carabiner option



Sealed &
Durable



Small Tube - 28mm
Tube&Cap - 11.5cm



Blue



Light Blue



Clear



Green

Large Tube - 28mm
Tube&Cap - 16.5cm



Blue



Light Blue



Clear



Green

Medium Tube - 30mm
Tube&Cap - 15cm



Blue



Light Blue



Light Green



Orange



Metal Black



Light Blue



Sugar

Coffee

Juice
Concentrate

Liquids

Shampoo
Liquid Soap

Body Lotion

Laundry Detergents

First Aid • Medicines, Drugs & Pills • Money • Survival Kit • Tampons • Toiletries • Salt & Pepper • Olive Oil • Alcohol • Tobacco • Shampoo • Moisturizers • Sewing Kit • Jewelry • Liquids • Powders • Creams • Paints • Glues • Condoms • Candy & Chewing Gum • Buttons, Beads & Stones • Band-Aids • Pocket Knives • Conditioner • Juice and Other Concentrates • Sport and Energy Drinks • Icicles • Baby Formula • Detergent • Energy & Sport Powders • Medicinal Ointments • Balms • Hand and Body Lotion • Thermometers • Cotton Swabs • Tweezers • Syringes • Ointments • Bandages • Gauze Pads • Rubbing Alcohol • Cotton Balls • Needles • Safety Pins • Cosmetics • Lipstick and Lip Gloss • Razor Blades • Office Supplies • Pens • Pencils • Markers • Tacks • Push Pins • Staples • Disk-On-Key • Paper Clips • Utility Knives & Blades • Hardware • Screws • Keys • Drill Bits • Nails • Screwdrivers • Hooks • Matches • Lighters • Sunscreen • Powder & Liquid Detergents • Batteries • Small Light Bulbs • Small Flashlights (LEDs) • Cigarettes • Cigars • Rolling Papers • Other Smoking Products • Nail Files • Nail Clippers • Polish Pens • Bobby Pins • Barrettes • Scrunchies & Other Hair Accessories • Cough Drops • Vitamins • Fishing Hooks • Bait • Swivels • Lures • Floats • Rings • Necklaces • Earrings • Food • Coffee • Tea • Spices • Sugar • Toothpicks • Pins • Thread • Lace • Glitter • and more...



Keep2go™
Counter Display

#0501 - Keep2go™ complete set



#0504 - Keep2go™ basic set



#0503 - Keep2go™ OEM



POCKETS - HANGS - CLIPS - PACKS
- KEY CHAINS - MESH POCKETS
First Aid • Medicines, Drugs & Pills
• Money • Survival Kit • Tampons •
Toiletries • Tobacco & Smoking Products
• Salt & Pepper • Olive Oil • Alcohol •
Shampoo & Moisturizers • Sewing Kit •
Jewelry • Small Things and more...
OUTDOOR - TRAVEL - CAMPING -
BEACH - SPORT - SCHOOL - OFFICE -
LEISURE

Super Strong - Durable & Safe - Sealed &
Waterproof

Convenient New Design

Travel-Friendly Pocket Size

**Flight Safe - travel-sized containers
that meet TSA Security Guidelines**

(Small Tube: 20ml/0.5oz. Medium &
Large Tube: 60ml/1.5oz. approx.)

Smart, Useful, Comfortable, Lightweight
and Easy to Handle

PET Tube of **FDA & SGS**
Approved Ingredients



Food approved - Made in Israel

FEATURES:

- Dishwasher Safe
- Floats (not at full capacity)
- Available in a wide range of colors and sizes

Cap2go™

ClipCap™ Bottle Carrier

Specially shaped cap designed to seal,
hang or carry your standard water bottle



HANGS
CLIPS
PACKS
KEY CHAINS
MESH POCKETS



Light Green



Orange



Metal Black



Light Blue



Available:

One or two size Caps for standard water bottles.
Carabiner Holder (not for climbing) and/or Shoulder strap.

HANGS • CLIPS • PACKS • KEY CHAINS • MESH POCKETS
OUTDOOR • TRAVEL • CAMPING • BIKE • BEACH • SPORT
• SCHOOL • LEISURE • SCHOOL BAGS • TRAIL

Super Strong - Durable & Safe - Sealed & Waterproof
Convenient New Design, Travel-Friendly Pocket Size

Smart, Useful, Comfortable, Lightweight and Easy to Handle

Cap2go™
ClipCap™ Bottle Carrier

Target Markets:

Travel, outdoor, bike, camping, sport, beach, backpacking, ski, jogging, running, spinning, boating, hunting, fishing, pharmacies, gas station stores, convenience stores, mini-market, super-market, back to school stores (office Depot, etc), DIY stores (Home Depot, OBI, etc), airport stores, hotel stores, souvenirs, tourists & beach stores, hospitals, disabled, military & police, car, 4x4, motorcycles, horses, bottle holders, mesh pockets, mail order catalogs, promotion and more.

Shoulder strap Option:



All product names & logos are trademarks of their respective companies

Cap2go™

ClipCap™ Bottle Carrier



Cap2go™
Counter Display

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Cap2go™ is worldwide patent pending

www.clipcap.com www.bluedesert.co.il



Food Approved - Made in Israel



#0506
Basic Set
(One Cap)



#0502
Complet Set
(Two Caps)



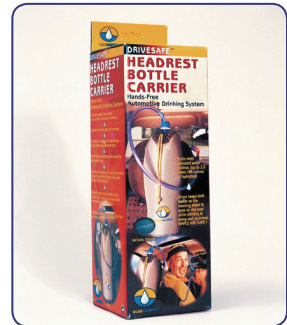
Drinking System for Driver & Passengers



Carton Box Packaging

- **#0784** Dual insulated bottle carrier, Double bottle flexible capacity
Two 1.5 - 2.0 L/50-66 oz bottles, Total Capacity 3.0 - 4.0 L/100-132 oz

- **#0783** Dual insulated bottle carriers, Double bottle flexible capacity
Two 1.0 L/33 oz bottles, Total Capacity 2.0L/66 oz



Carton Box Packaging

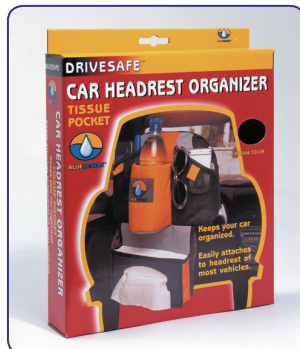
- **#0787** Insulated bottle carrier - One 1.5 - 2.0 L/50-66 oz bottle

Car Headrest Organizers for Driver & Passengers



Carton Box Packaging

- **#0785** Car Headrest Organizer - Zipper Pocket,
Two Mesh Pockets & Bottle Carrier



Carton Box Packaging

- **#0789** Car Headrest Organizer - Tissue / Wipes Pocket,
Two Mesh Pockets & Bottle Carrier

- H**ands free drinking system
- E**asily attaches to most headrests
- A**lways available drinking supply
- D**rinking system tube & mouthpiece
- R**oad safety
- E**asy to fill - easy to use
- S**tretchable neopren attachment
- T**rouble-free maximum performance



Insulated system



Created with air

Innovative inflatable products concept

KeepAir™ is a new patent pending concept by BlueDesert®

Innovative inflatable products concept enhanced with latest technology, KeepAir™ product lines are designed to give extra protection and insulation. Our KeepAir™ - Smart Collection includes cases and bags for laptops, tablets and smartphones. Our Everywhere-with-KeepAir™ Collection includes picnic baskets, coolers, storage units and many other designs.

KeepAir™ is meant for everyone, can be used for anything, provides comfort anywhere and is suitable for indoor & outdoor use. KeepAir™ products include air-valve for easy inflation/deflation and are made from coated nylon and polyester fabrics.

BlueDesert was established in Israel in 1987 by Amit Ben-Sasson, a well-known designer and developer of innovative travel products. BlueDesert inventions are unique and one-of-a-kind concept ideas and designs for everyday life, outdoor activities, travel, bicycling and more. BlueDesert is constantly investing in research and development to ensure the in-house design-team is up on the newest trends and needs of the consumers. Our inventions provide simpler, safer and more convenient solutions for people on-the-go.

KeepAir™ and has already won prizes and nominations for original design and innovative solutions at various international trade shows, awards and competitions.



KeepAir™ product lines are made from a proprietary material and have seven competitive advantages:

- Impact Protection - Impact isolator, pressure dampened shock absorber
- Waterproof Protection - Airtight plenum structure is by its nature water tight
- Insulation - Variable plenum inflation levels allow insulation efficiency to be increased
- Compressibility/Storage - Air-valve allows deflation for lowered stored volume
- Durability - Coated nylon and polyester fabrics have proven more durable than reinforced PVC or neoprene covers used by other manufacturers
- Custom fit - Self-inflation allows snug, customized fit to contents
- Multiuse - KeepAir™ products can also be used as lower back support cushion, seating cushion and lap pad

With the combination of these competitive advantages and our high-quality craftsmanship and unique designs, we are able to bring to market a truly new and innovative line of products.



KeepAir™ can be inflated with few breaths and deflated within seconds to a minimal size.

KeepAir™ designs come in variety of color combinations and 3 styles:

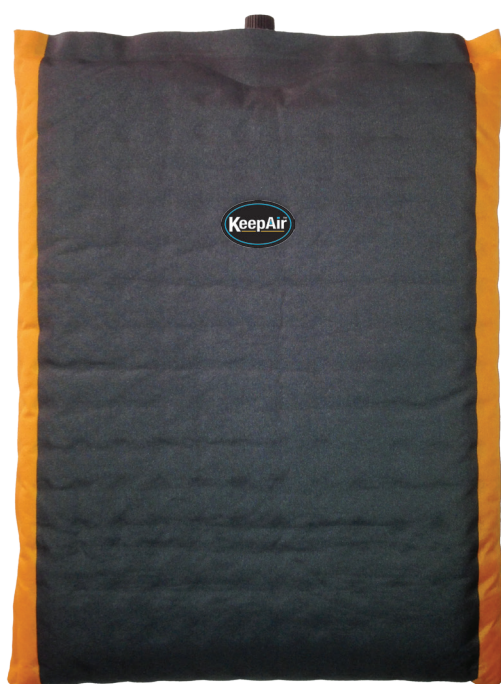


KeepAir™ - Air

Is made from soft, stretch & durable coated nylon and polyester fabrics. This style can be compressed to the minimum size, making it ideal for storage when not in use. The cotton-feel finish of the fabrics give this style a sophisticated look.

KeepAir™ - Air & Foam

Is made from cotton-feel, soft, stretch & durable coated nylon and polyester fabrics and is reinforced with foam - which gives this style an extra protection & tougher appearance. A very smart look suitable for everyone.



KeepAir™ - Air & Foam Pro

Is made from durable coated nylon and polyester fabrics with a glossy finish and is reinforced with foam. This style is trendy with a shiny side.

KeepAir™ - Air

Is made from soft, stretch & durable coated nylon and polyester fabrics. This style can be compressed to the minimum size, making it ideal for storage when not in use. The cotton-feel finish of the fabrics give this style a sophisticated look.

10" / 12" / 14" / 16" laptop sleeves & cases



Smartphone cases



Tablets and Mini tablets sleeves & cases



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10" / 12" / 14" / 16" laptop sleeves & cases



Smartphone cases



Tablets and Mini tablets sleeves & cases



Everywhere - with - KeepAir™ Air

Is made from soft, stretch & durable coated nylon and polyester fabrics. This style can be compressed to the minimum size, making it ideal for storage when not in use. The cotton-feel finish of the fabrics give this style a sophisticated look.

Collection includes a large variety of products, such as picnic baskets, coolers, storage units, containers, bottle carriers, messenger bags and many other designs - in different sizes, colors and KeepAir™ styles.





Everywhere - with - KeepAir™ Air & Foam

Is made from cotton-feel, soft, stretch & durable coated nylon and polyester fabrics and is reinforced with foam - which gives this style an extra protection & tougher appearance. A very smart look suitable for everyone.

Collection includes a large variety of products, such as picnic baskets, coolers, storage units, containers, bottle carriers, messenger bags and many other designs - in different sizes, colors and KeepAir™ styles.





Everywhere - with - KeepAir™ Air & Foam Pro

Is made from durable coated nylon and polyester fabrics with a glossy finish and is reinforced with foam. This style is trendy with a shiny side.

Collection includes a large variety of products, such as picnic baskets, coolers, storage units, containers, bottle carriers, messenger bags and many other designs - in different sizes, colors and KeepAir™ styles.





KeepAir™ - PackMat™



KeepAir™ packaging



Messenger bag



PackMat:
Roll 10x40cm
Open 90x40cm
Weight 420g

Changing mat



Chair option



Changing & Play Mat™



Changing mat

Small roll 19x8cm
Small open 36x60cm
Weight 150g



Play mat

Medium roll 35x9cm
Medium open 70x70cm
Weight 370g



Play mat

Large roll 45x12cm
Large open 90x90cm
Weight 580g

KeepAir™ Accessories & Options



inflation/deflation



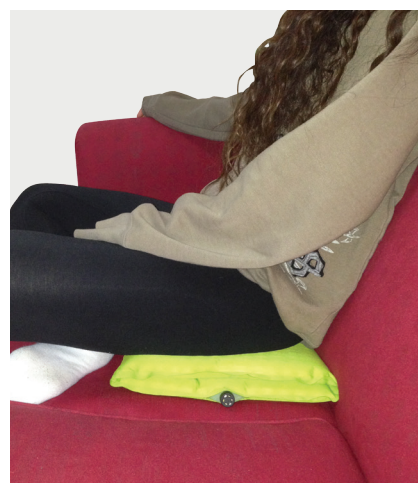
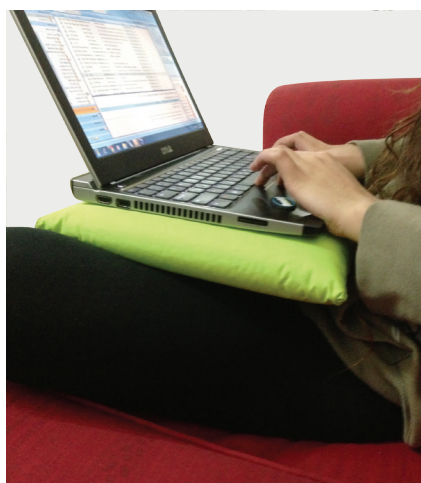
on/off air-valve



compressibility



shoulder strap



KeepAir™ products can also be used as lower back support cushion, seating cushion and lap pad

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BLUEDESERT® Ltd. In-house Design, Research,
Development, Manufacturing & Marketing

Kibbutz Or-Haner 79190, Israel
Tel: +972-8-6802417 Fax: +972-8-6803050
Contact us at info@bluedesert.co.il

KeepAir™ is a worldwide patent pending
All product names & logos are trademarks of their respective companies

www.BlueDesert.co.il
www.KeepAir.com



Cozy Insulated Bottle Covers



Drinking System for Water Bottles



Bite-Valve for Standard Water Bottles



Drinking System for Bikers



Personal Travel Tube Container



ClipCap™ Bottle Carrier



Drinking System for Driver & Passengers



Created with air



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 Development, Manufacturing & Marketing
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 Contact us at info@bluedesert.co.il

bottelito™, SmarTube®, BiteCap™, H2bike™, Keep2go™, Cap2go™, DriveSafe™, KeepAir™

www.BlueDesert.co.il