

BUILT®



OUR STORY



ORIGINS

BUILT was founded in 2003 by three friends, John Roscoe Swartz, Aaron Lown and Carter Weiss. They found a common bond in their passion for innovative design, well-crafted goods, and their enjoyment of food & wine. This led them to the use of Neoprene and the creation of BUILT's definitive Two-Bottle Wine Tote.

With an inventive design team, BUILT has expanded upon its original creation, offering an entire collection of goods that provide a fresh take on everyday items that combine both function and fashion for the good life on the go.

MISSION STATEMENT



WE MAKE THOUGHTFULLY DESIGNED PRODUCTS THAT ARE **BUILT TO LAST.** WE'RE CONSTANTLY LOOKING FOR THE OPPORTUNITIES LIFE PRESENTS TO US TO IDENTIFY NEW AND EXCITING WAYS TO SOLVE EVERYDAY PROBLEMS. THIS IS THE CONTEXT WE WORK WITHIN TO CREATE WELL DESIGNED, AFFORDABLE PRODUCTS THAT SUPPORT YOUR ON-THE-GO LIFESTYLE.

CURRENT PRODUCT CATEGORIES



SOFT COOLERS



LUNCH



DRINK



ACCESSORIES



TRAVEL

BUILT[®]



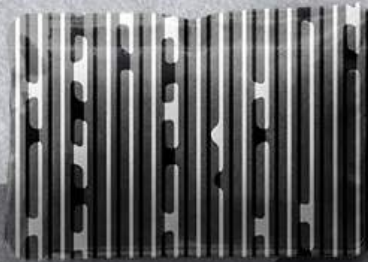
BUILT®



BUILT®



BUILT®



BUILT®



True Value®



Walmart 



meijer

ROSS
DRESS FOR LESS®



WILLIAMS-SONOMA

TJX®

The Container Store®

 Staples™

COSTCO
WHOLESALE

ACE
Hardware

Wegmans

amazon



B!

Burlington

OUR
CURRENT

RETAIL PARTNERS



SOCIAL MEDIA STATS

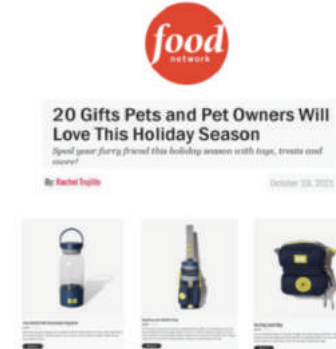


172,541 page reach YTD
125 Influencers
150 million impressions



372,834 page reach YTD
Engagement Rate: 9%

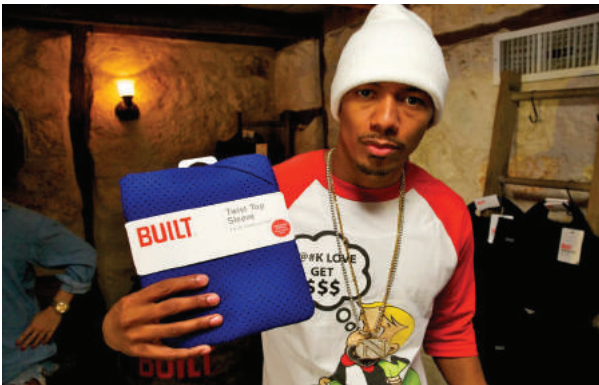
AS SEEN IN



CELEBRITY ENDORSEMENTS



Macklemore & Ryan Lewis



Nick Cannon



Perez Hilton



Paramore



Katherine Heigl



Paris Hilton



Adrienne Grenier



Matthew McConaughey

2003

Built founded by three friends, John Roscoe Swartz, Aaron Lown, Carter Weiss.

Launch of the Two Bottle Tote



2004

Win IDSA award for best designs of the year along with the Apple iPod



2005

Launch Gourmet Getaway lunch bag



Win IDSA award for the second year in a row

2006

Built becomes a global brand with its UK launch



2007

Corporate office moves to Soho establishing Built as a NYC design house



2008

Sells 1 million Two Bottle Totes



2010

Launches it's first laptop sleeve



2014

Bought by Lifetime Brands



2015

Launches its first Water Bottle



2017

Launches its first Bento food storage



Wins Good design Award for our Welded Cooler Bag



2018

Becomes the #1 national brand for Tumblers.



Wins Good Design Award for Pureflow Travel Mug



2019

Launch travel accessories



Partner with Water.org



Wins Good Design Award for Pivot Bottle



2020

Built doubles it's revenue



2021

Launch Pet accessories



Partner with Brand Liaison



BUILT OVER TIME

BUILT TO LAST



LICENSING CONTACTS

Steven Heller
855-843-5424
steven@thebrandliaison.com

Marcy Silverman
914.282.2053
marcy@thebrandliaison.com

THE B[®]AND LIAISON
OPENING DOORS. CLOSING DEALS.