



EVRIHOLDER LAUNCHES EVRIFIT BESTSELLERS IN NEW COLOR

ANAHEIM, CA, March 15, 2021 - After a year of success since the launch of **EVRIFIT**, Evriholder Products plans to release their fitness bestsellers in a new color - pink!

A lot of thought was put into deciding the color of the brand, and through market research and in-depth color theory, it was established that teal would represent the brand. Teal combines the calming properties of blue with the renewal qualities of green. It is a revitalizing and rejuvenating color that also represents open communication and clarity of thought. EVRIFIT's signature color aimed to make working out welcoming to all who were on the edge about starting their fitness journey.

Then introducing the new pink! Taking the EVRIFIT bestsellers, a stunning, bright pink was quickly introduced to the line. Hot pink is a vibrant color that represents youthfulness and high energy, psychologically instilling boldness and confidence.

Product range includes 8 new items:

Pilates Ring features soft foam handles that are padded on both the inside and outside of the ring for a comfortable and firm grip. Pilates improves muscle tone, fitness, balance, and focus. This Pilates ring is the perfect addition to any Pilates workout for beginners or advanced practitioners.

Jump Rope features ergonomically designed handles that can help reduce strain on your hands and wrists. The length of the jump is also adjustable, making it perfect for people of all heights.

Yoga Mat is double-sided with a non-slip texture to provide stability, prevents injuries and give you a peace of mind while you perfect your poses. Made from durable PVC, the mat is perfect for anyone with a latex allergy and will not break down into harmful chemicals.

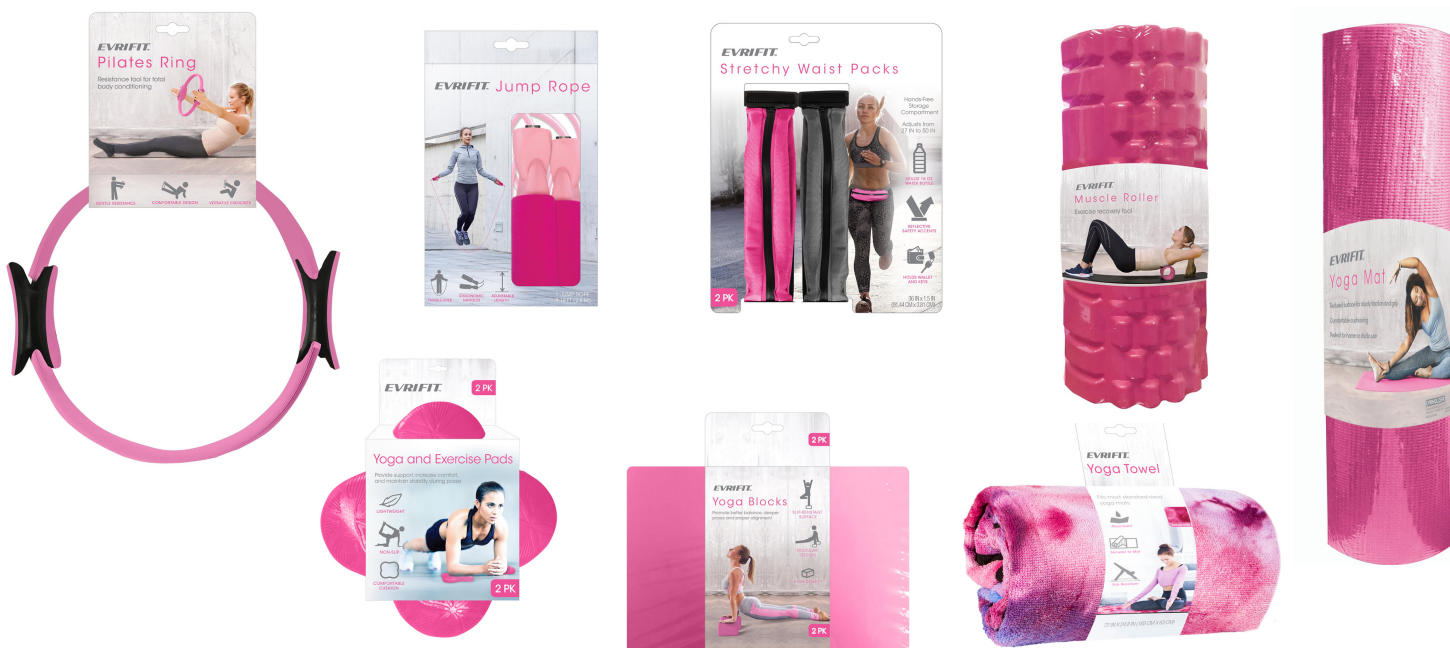
Yoga Towel is perfect for those sweaty hot yoga sessions. Made from 100% microfiber, it is naturally absorbent and can be used as a hygienic layer to wipe away perspiration and keep your yoga mat slip-free and clean.

Yoga & Exercise Pads are 1" gel cushions used to prevent sore wrists, knees, and elbows by creating a soft cushy barrier between you and the hard ground. These come as a two-pack.

Yoga Blocks are high-density foam blocks to help you execute a difficult pose or achieve a deeper stretch. Open your chest, reach your feet, and master challenging poses. The Cork Yoga Block is a denser, heavier block for more support.

Muscle Roller is our exercise recovery tool to treat muscle pain, providing instant relief to enhance future performance. Not only can it help with circulation, balance, mobility and circulation, but it may help your overall health through use as a self-myofascial release technique to increase your joint range of motion.

Stretchy Waist Packs are a lightweight option for hands-free storage while working out, whether you are out on a run or taking a hike. They feature strong, premium quality zippers, which means you never have to worry about your items falling out of the pocket while you exercise. These are provided as a two-pack.



ABOUT EVRIHOLDER PRODUCTS

Founded in 1995, Evriholder Products designs, develops and manufactures products for Kitchen, Cleaning, Storage & Organization, and Health & Beauty categories. Headquartered in Anaheim, CA, Evriholder continues to introduce innovative products to all retail channels including specialty, mass, supermarkets, hardware and more! Please visit www.evriholder.com for the latest product information and images.

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