

A photograph of two people outdoors. On the left, a person in a light green shirt holds a white Stanley tumbler. On the right, a person in a dark blue shirt holds a light blue Stanley tumbler with a straw. The background shows a wooden railing and green foliage.

# STANLEY LAUNCH EOY24

07 SEPTEMBER 2024

# Introduction

## Since 1913

The Stanley brand has a rich 100+ year history. Born from inventor William Stanley Jr. who forever changed the way hot drinks were consumed, in 1913 he fused vacuum insulation and the strength of steel in one portable bottle, inventing the all-steel vacuum bottle we know and love today.

In the century since, his vacuum bottle evolved from concept to icon and has become an essential part of workdays, road trips and outdoor adventures.



# Countless Adventures

The Stanley brand has been part of countless adventures and even more shared memories. Stanley has powered daily coffee breaks and just as many meals in our beloved food and beverage gear.

Stanley is about ramping up your time outdoors with gear you can count on from dusk to dawn, from coffee to kick start the day to spirits to cap off the evening.



# Built for Life



## Built for Life

Stanley products are created and manufactured to last a lifetime. Every Stanley product is backed by the Built for Life™ lifetime warranty.

## Signature Materials

Stanley prioritizes recycled and upcycled materials and is committed to making at least 50% of the stainless steel products from recycled materials by 2025.

## Produced with Renewable Energy

A portion of the electricity used by every factory manufacturing quenchers comes from factory-generated solar electricity and/ or purchased renewable electricity credits.

## Reducing polybag usage

In 2021, Stanley stopped using conventional plastic bags to protect their products during shipping and delivery. Instead, Stanley uses paper wraps – a simple change that avoids more than 77 metric tons of plastic each year.

## Social Investments

Stanley has a long-term commitment to donate at least one percent of the prior year's net income in financial donations to charitable organizations.



# The initial PF Concept Assortment



\*OTHER COLOURS/ STYLES CURRENTLY NOT AVAILABLE!



100829

THE AEROLIGHT™ TRANSIT MUG 0.35L



100828

THE AEROLIGHT™ TRANSIT MUG 0.47L



100832

CLASSIC LEGENDARY CAMP MUG 0.35L



100827

CLASSIC LEGENDARY BOTTLE 1.0L



Charcoal



Frost



Black



Cream

100833 ICEFLOW™ FLIP STRAW TUMBLER 0.89L

100834 QUENCHER H2.0 FLOWSTATE™ TUMBLER 1.2L



# Stanley 1182ml Quencher H2.0 Tumbler



100834



The 1182ml Stanley Quencher H2.0 Tumbler is made of recycled stainless steel. The advanced FlowState™ lid features a rotating cover with three positions: an opening designed to resist splashes while holding the reusable straw in place, a drink opening, and a full-cover top.

## Features:

- 90% recycled 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- Powder coat finish
- FlowState™ screw-on 3-position lid with rotating cover for versatility
- Reusable straw
- Comfort-grip handle
- Fits most car cup holders
- Dishwasher safe; lid disassembles for deep cleaning



## MAIN MATERIALS

Stainless steel



Black

Cream

# Stanley 890ml IceFlow™ Flip Straw Tumbler



100833



The 890ml Stanley IceFlow™ Flip Straw Tumbler features double-wall vacuum insulation to keep your drink fully leakproof and cold for 12 hours and iced for 48 hours. It has a built-in flip straw for easy sipping and fits in most car or bike cup holder of treadmills and spin cycles, too! The folding handle lets you quickly grab and go.

## Features:

- 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- Leak-proof flip straw
- Easy-to-carry handle
- Fits most car or bike cup holders of treadmills
- Dishwasher safe



## MAIN MATERIALS

Stainless steel

● ○ Charcoal Frost

# Stanley 470 ml AeroLight™ Transit Mug



100828



The AeroLight™ Transit Mug 470ml is designed to be lightweight without compromising the desired temperature. Keeping drinks hot for 6 hours, or cold for 8 hours, the mug is also Leakproof, with a locking, drink-through lid.

## Features:

- Double-wall vacuum insulation
- 18/8 stainless steel; naturally BPA-free
- Leakproof
- Fits most car cup holders
- Dishwasher safe; lid disassembles for deep cleaning



## MAIN MATERIALS

Stainless steel



Black

Cream



# Stanley 350 ml AeroLight™ Transit Mug



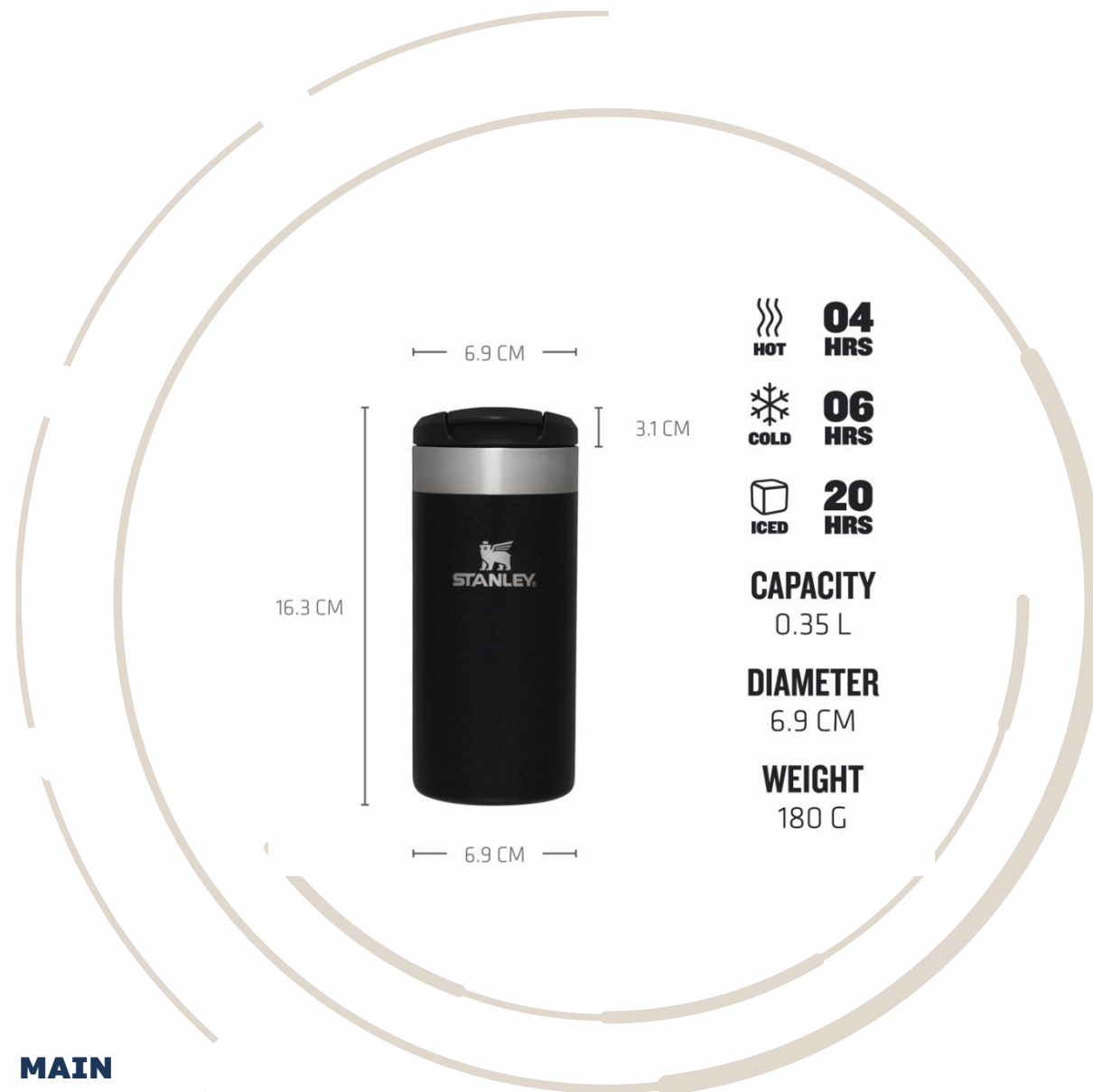
100829



The AeroLight™ Transit Mug 350ml is designed to be lightweight without compromising the desired temperature. Keeping drinks hot for 6 hours, or cold for 8 hours, the mug is also Leakproof, with a locking, drink-through lid.

## Features:

- Double-wall vacuum insulation
- 18/8 stainless steel; naturally BPA-free
- Leakproof
- Fits most car cup holders
- Dishwasher safe; lid disassembles for deep cleaning



## MAIN MATERIALS

Stainless steel



Black

Cream

# Stanley Classic Legendary Bottle 1l

100827



The 1L Stanley features rugged construction and vacuum insulation to keep your hot drinks hot and cold drinks cold for a full day. Slim enough for a one-handed hold, it's even got a twist-and-pour stopper for smoother pouring. Adventure-proof.

## Features:

- Double-wall vacuum insulation
- 18/8 stainless steel; naturally BPA-free
- Leakproof
- Sweatproof
- Drop-proof
- Insulated lid doubles as cup
- Dishwasher safe; lid disassembles for deep cleaning



## MAIN MATERIALS

Stainless steel



Hammertone Green

# Stanley 350ml Classic Legendary Camp Mug

100832



The 350ml Stanley Classic Camp Mug it's made tough with Stanley's double-wall vacuum insulation to keep your favorite drinks hot or cold longer. The secure press-fit Tritan™ lid also prevents splashes so you can sip easy in the kitchen, on the job, or around the campfire.

## Features:

- Double-wall vacuum insulation
- 18/8 Stainless Steel, BPA-free
- Tritan™ drink-through lid
- Dishwasher safe



## MAIN MATERIALS

Stainless steel



Black