

2020  
Collection



Hey, we're going your way

aladdin®

6	<b>NEW</b> Barista Collection
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Off to a grey office with  
sustainable green.

Hey, we're going your way

**aladdin.**



Hey, let us introduce ourselves:  
we're Aladdin.

We envision zero compromises in  
your urban on the go world.

We support your demand for quality,  
design, sustainable and good.

You know what you want and which way to go.  
And we want to empower you in doing so.

So we're coming with you, and yes,  
we're very enthusiastic about it.

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**aladdin®**



#### **Innovation**

Icon products that  
connect you to life in  
the city.



#### **Quality**

EU-tested safe  
products that look  
good, feel good and  
are sturdy, handy and  
recyclable.



#### **Giving back to the community**

Over 1% of pre-tax  
profits and employee  
time is donated to  
local communities.



#### **Company culture**

Diverse global teams  
that are passionate  
about Aladdin, the  
planet and creating  
a society that values  
reusability.



#### **Social responsibility & environmental stewardship**

Code of conduct that treasures the  
materials, people and environment  
at our factories while reducing  
natural resources and energy.

**For you  
and the planet**  
[aladdin-pmi.com](http://aladdin-pmi.com)  
**sustain  
promise**

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NEW Barista Collection

Curated colours and sizes to empower you enjoying your favourite drink wherever you are without compromises.

Café • Mocca • Java

0.25L      0.35L      0.47L



Sun Yellow



Cherry Red



Aqua Blue



Basil Green



Violet Purple



Lava Black



Snowflake White

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Thermovac™

Aladdin's compact vacuum insulated technology.



Stainless steel

Naturally BPA free no-rust steel.



Hot and Cold

Thermovac™ vacuum insulation keeps drinks hot or cold for hours.



Dishwasher safe

Designed so these cups are easy to keep clean.



Car cup or bike friendly

Fits car, bike cup holders and laptop bags.

Barista Collection



Café

0.25L

Mocca

0.35L

Java

0.47L



100% Leakproof

Locks in flavour without spilling a drop.



Leak-Lock™

Double lock Leak-Lock™ lid.



Powder coated

Easy grip extremely durable powder coating.



Drinking experience

Polished steel rim to enjoy as a cup without lid.

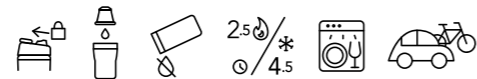
aladdin®



**NEW**  
**Café Thermovac™**  
**Leak-Lock™ Stainless Steel Mug**

0.25L

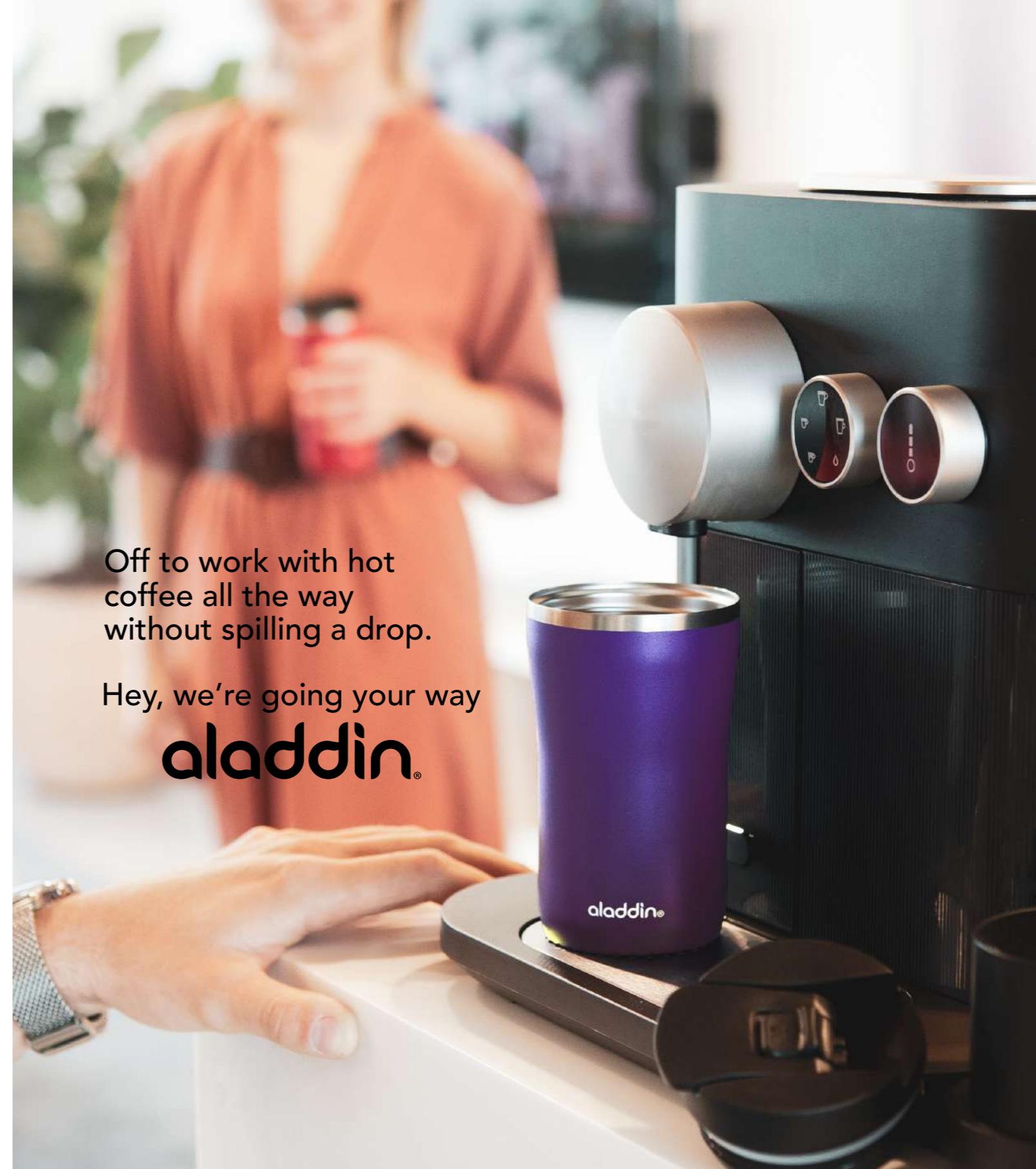
The perfect Thermovac™ insulated mug to enjoy your home and office-made espresso based drinks that doesn't spill a drop and keeps your drink hot or cold for hours.



**Product Features:**

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 2.5 hot & 4.5h+\* cold
- Leak-Lock™ technology; leakproof flip lid with locking slider
- Fits most coffee machines and locks in drinks' flavour and aroma for longer
- Easy-grip durable powder coating
- Signature polished steel rim to enjoy as a cup without lid
- Car, bike cup holders and laptop bags friendly
- Dishwasher safe
- BPA free

10-09314 - 001 002 003 004 005 007 006



Off to work with hot  
coffee all the way  
without spilling a drop.

Hey, we're going your way  
**aladdin®**

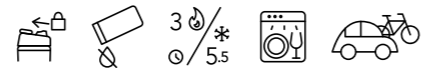
aladdin®



**NEW**  
**Mocca Thermovac™**  
**Leak-Lock™ Stainless Steel Mug**

0.35L

Compact and handy Thermovac™ insulated mug to enjoy your favourite medium sized drinks without spilling a drop and that keeps your drink hot or cold for hours.



**Product Features:**

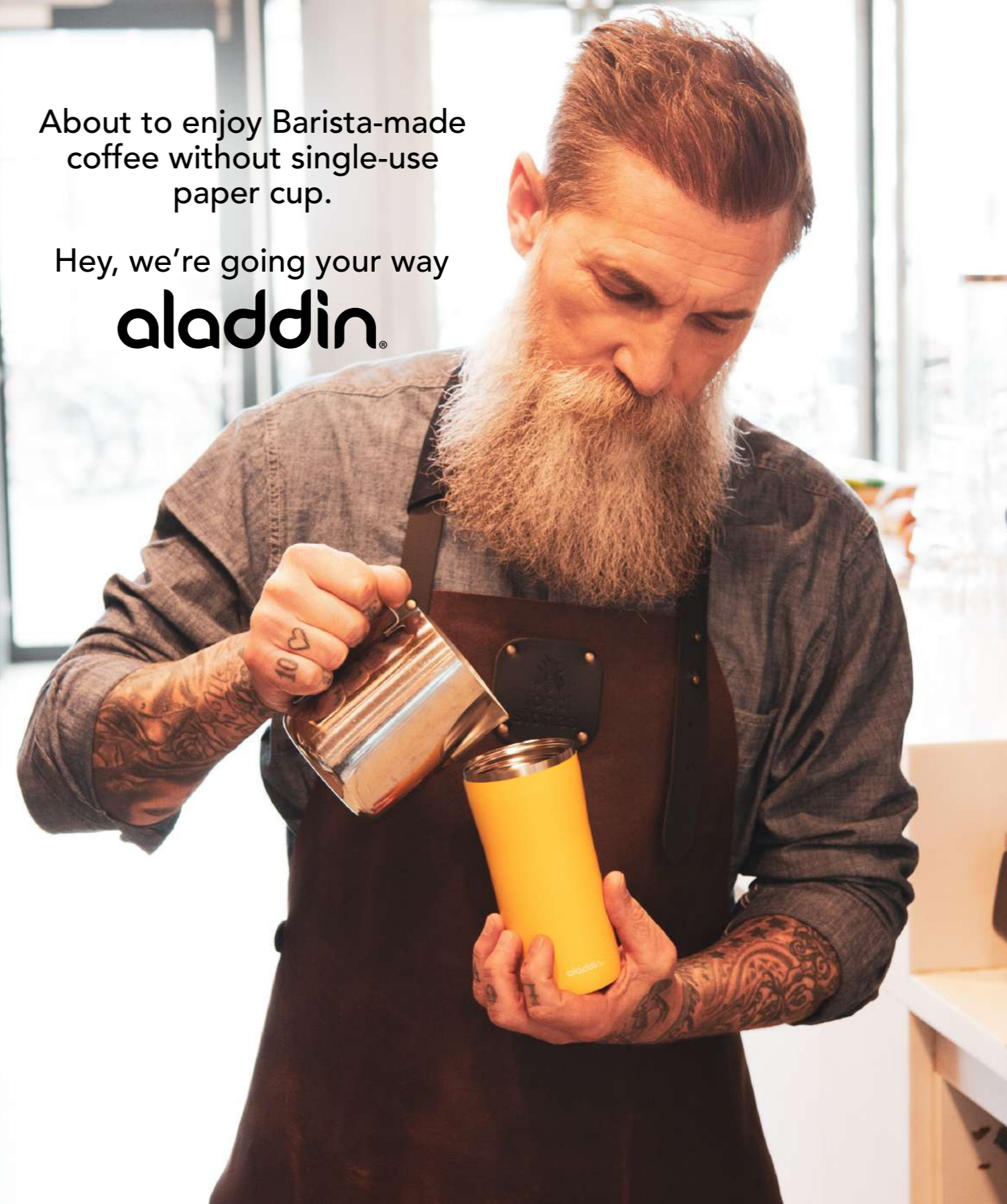
- Stainless Steel double wall Thermovac™ compact vacuum insulation, 3 hot & 5.5h+\* cold
- Leak-Lock™ technology; leakproof flip lid with locking slider
- Easy-grip durable powder coating
- Signature polished steel rim to enjoy as a cup without lid
- Car, bike cup holders and laptop bags friendly
- Dishwasher safe
- BPA free

10-09363 - 001 002 003 004 005 007 006

About to enjoy Barista-made coffee without single-use paper cup.

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# Java Mug



aladdin.



**NEW**  
**Java Thermovac™**  
**Leak-Lock™ Stainless Steel Mug**  
0.47L

The perfect commuter mug thanks to its compact design and high performing Thermovac™ vacuum insulation that keeps larger drinks hot and cold for hours.



**Product Features:**

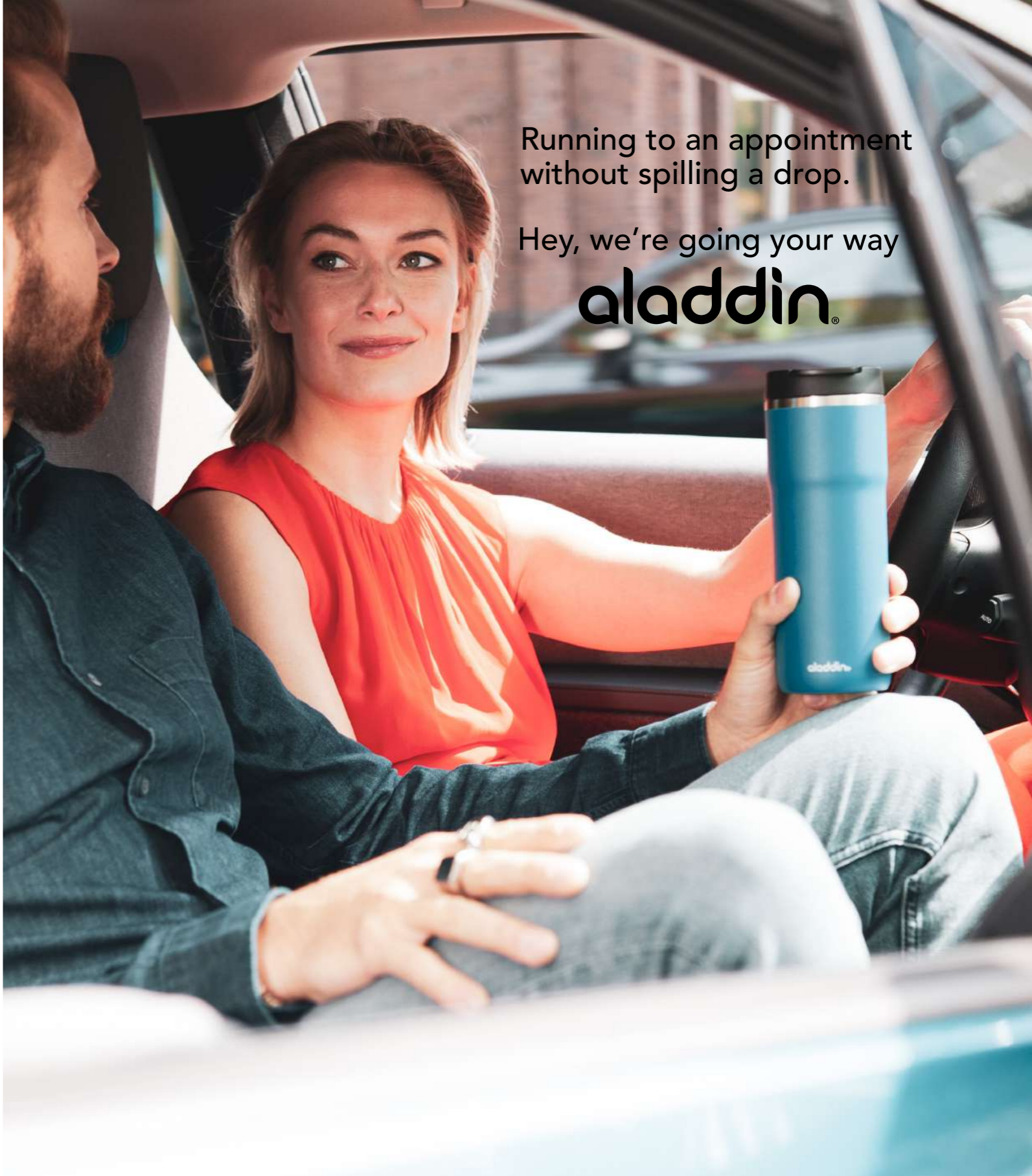
- Stainless Steel double wall Thermovac™ compact vacuum insulation, 4 hot & 6h+\* cold
- Leak-Lock™ technology; leakproof flip lid with locking slider
- Easy-grip durable powder coating
- Signature polished steel rim to enjoy as a cup without lid
- Car, bike cup holders and laptop bags friendly
- Dishwasher safe
- BPA free

10-06646 – 004 005 006 007 008 010 009

Running to an appointment  
without spilling a drop.

Hey, we're going your way

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**NEW**  
**Re-Use Sustain Cup & Lid**  
**Pack of 4**

0.35L

Iconic shaped cup and lid in a 4-pack format for you to reuse, repeat and enjoy drinks sustainably anywhere you are.

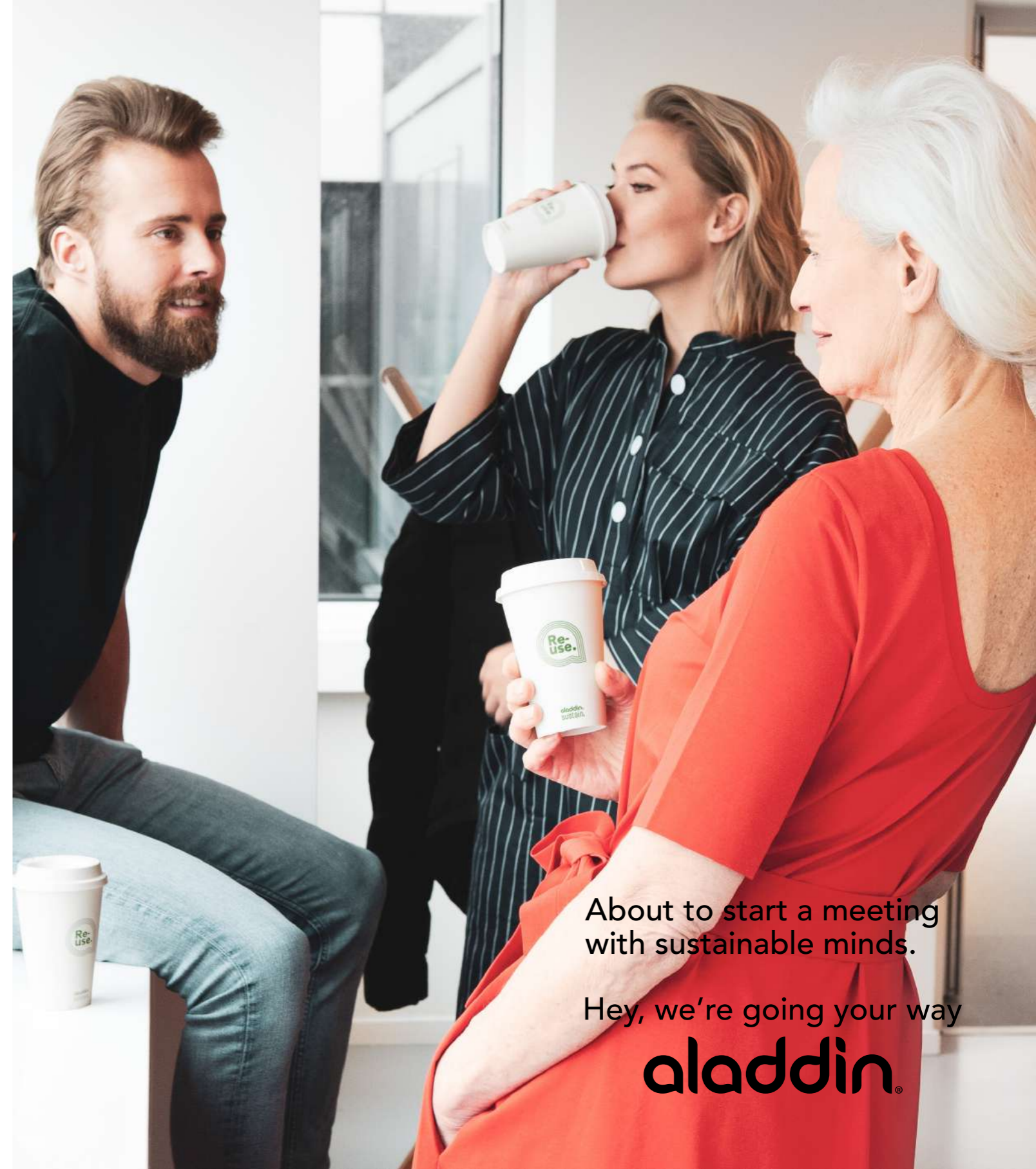


**Product Features:**

- Pack of 4
- Dishwasher safe
- Microwave safe
- Car cup holder friendly
- BPA free



10-09424-001



About to start a meeting  
with sustainable minds.

Hey, we're going your way

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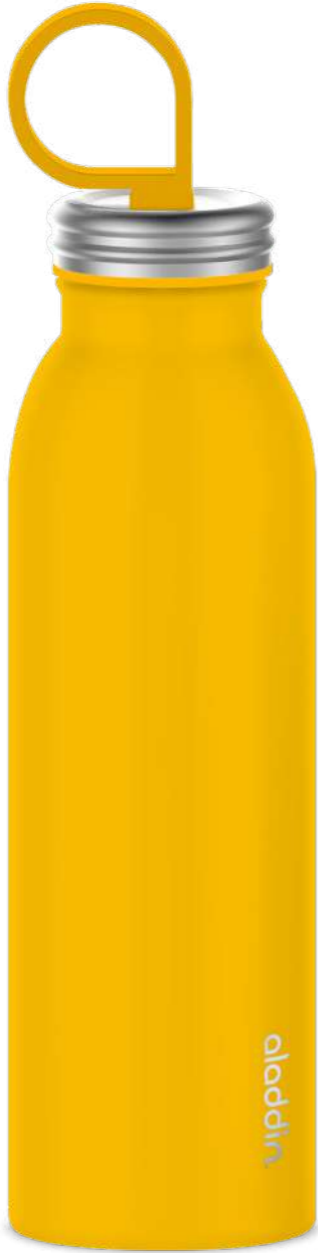
**NEW**  
**Chilled Thermovac™**  
**Stainless Steel Water Bottle**  
0.55L

Cool water bottle that keeps water cold for hours so you stay hydrated throughout the day without single-use plastics and in style.

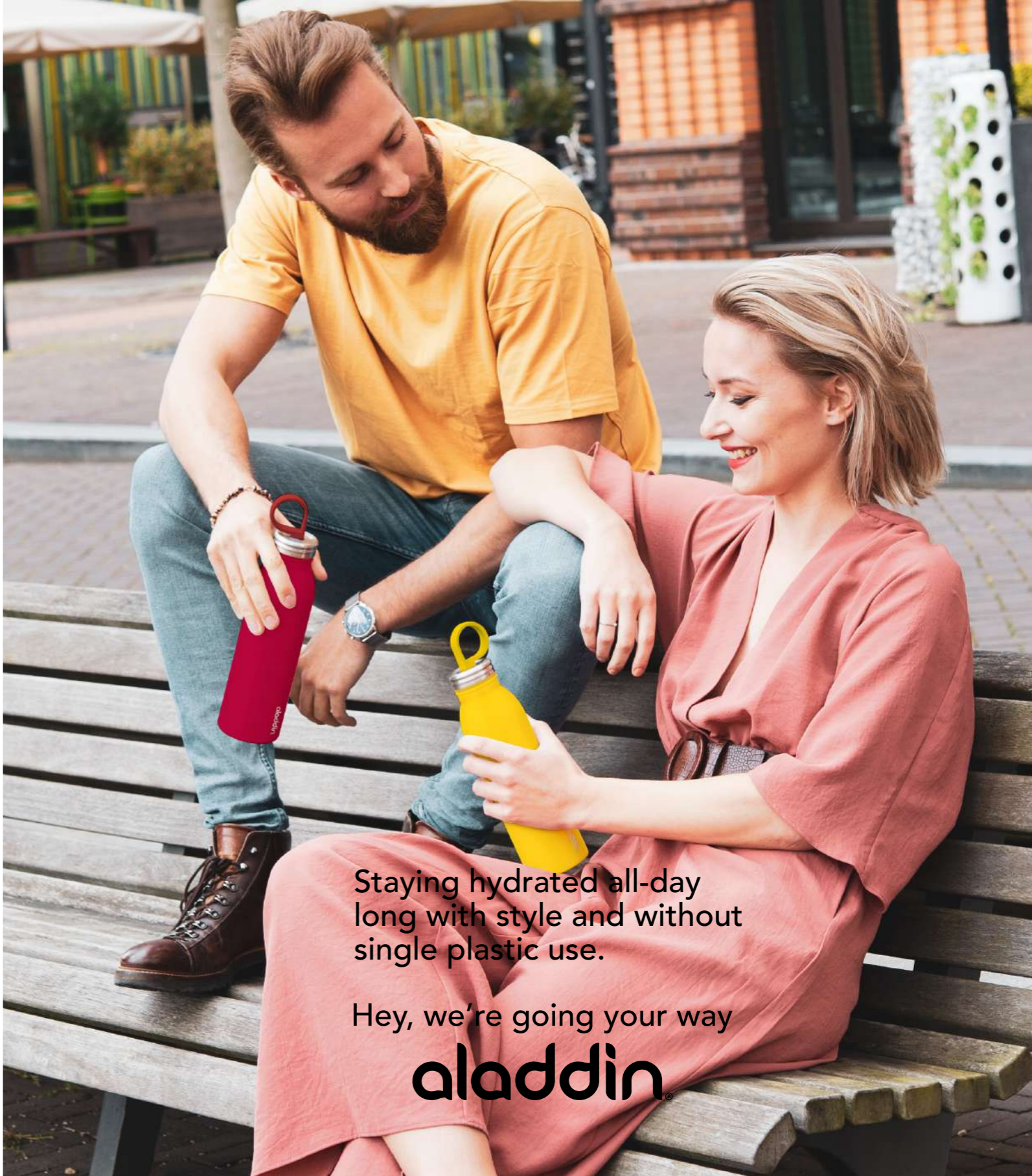


**Product Features:**

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 9h\* cold
- Soft silicon fingerloop
- Leakproof
- Smooth drinking spout
- Wide mouth opening for easy fill and cleaning
- Car, bike cup holders and laptop bags friendly
- Dishwasher safe
- BPA free



10-09425 - 001 002 003 004 006



Staying hydrated all-day  
long with style and without  
single plastic use.

Hey, we're going your way

**aladdin®**

Enjoying a great coffee  
without spilling a drop.

Hey, we're going your way

aladdin®



10-06632 - 006 003 004 002 001



Assorted pack on CDU tray  
10-06632-005



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### Latte Leak-Lock™ Stainless Steel Mug

0.25L

The perfect mug to enjoy your home and office-made espresso based drinks that doesn't spill a drop.



#### Product Features:

- Leak-Lock™ technology; leakproof flip lid with locking slider
- Stainless Steel double wall construction
- Fits most coffee machines and locks in drinks' flavour and aroma for longer
- Dishwasher safe
- BPA free

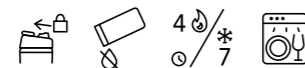




## Easy-Grip Leak-Lock™ Stainless Steel Mug

0.47L

Trendy Thermovac™ insulated mug, to enjoy your favourite drink wherever you go that doesn't spill a drop.



### Product Features:

- Stainless Steel double wall Thermovac™ vacuum insulation, 4 hot & 7h+\* cold
- Leak-Lock™ technology; leakproof flip lid with locking slider
- Dishwasher safe
- BPA free



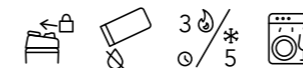
10-02679 –  
009  
010  
008  
007



## Thermovac™ Stainless Steel Mug

0.35L

Elegant Thermovac™ insulated mug for hot or cold drinks on the go that perfectly blends function and style.



### Product Features:

- Stainless Steel double wall Thermovac™ vacuum insulation, 3 hot & 5h+\* cold
- Leak-Lock™ technology; leakproof flip lid with locking slider
- Dishwasher safe
- BPA free

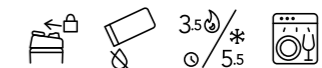


10-08542 –  
001  
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004  
005

## Thermovac™ Stainless Steel Mug

0.47L

Elegant Thermovac™ insulated mug for hot or cold drinks on the go that perfectly blends function and style.



### Product Features:

- Stainless Steel double wall Thermovac™ vacuum insulation, 3.5 hot & 5.5h+\* cold
- Leak-Lock™ technology; leakproof flip lid with locking slider
- Dishwasher safe
- BPA free



10-08543 –  
001  
002  
003  
004  
005

On the way to the summer fest with fun and without disposable plastic.

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10-08113 - 004 003 10-08124 - 007 006



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### Zoo Thermavac™ Stainless Steel Water Bottle

0.43L

Original, cute and playful water bottle to take with you anywhere you go.



#### Product Features:

- Stainless Steel double wall Thermavac™ vacuum insulation, 7h\* cold
- Soft silicon fingerloop
- Leakproof
- Smooth drinking spout
- Wide mouth opening for easy fill and cleaning
- BPA free





Aveo Water Bottle

0.6L

Stylish and iconic water bottle, with a large drink spout for easy drinking on the go.



Product Features:

- Leakproof
- Wide opening for easy fill
- Smooth drinking spout
- Stain and smell resistant
- Dishwasher safe
- BPA free



10-01102 - 077 078 076 079 080 083 085 084

060 062 060 087 086 088 089 10-01101 -



Aveo Water Bottle

0.35L

Stylish and iconic water bottle, with a large drink spout for easy drinking on the go.



Product Features:

- Leakproof
- Wide opening for easy fill
- Smooth drinking spout
- Stain and smell resistant
- Dishwasher safe
- BPA free





### Fresco Twist & Go Thermovac™ Stainless Steel Water Bottle

0.6L

Iconic dual-fill water bottle, to stay cool wherever you are.



**Product Features:**

- Stainless Steel double wall Thermovac™ vacuum insulation, 8h cold (16h with ice)\*
- Two-way leakproof lid for easy ice filling and clean
- Smooth drinking spout
- Dishwasher safe
- BPA free

10-02863 – 005 006 007 004



### Fresco Twist & Go Water Bottle

0.7L

Iconic dual-fill sparkling bottle that stay leakproof even full of fizz.



**Product Features:**

- Carbonated beverage friendly
- Two-way leakproof lid for easy ice filling and clean
- Smooth drinking spout
- Dishwasher safe
- BPA free

10-01729 – 071 069 070 068



048 050 049 051 10-01785 –



### Infuse Water Bottle

0.7L

Enjoy your favourite flavoured water recipe anywhere you go.



**Product Features:**

- Removable Infusion basket
- Two way leakproof lid for easy ice filling and cleaning
- Stain and smell resistant
- Dishwasher safe
- BPA free



### Zoo Flip & Sip Water Bottle

0.43L

Cute and fun Flip & Sip water bottle to keep kids happy and hydrated.



**Product Features:**

- Flip & Sip straw lid
- Easy-carry finger loop
- Wide mouth opening for easy fill and cleaning
- Made with Tritan™; durable, stain and smell resistant material
- BPA free

003 002 001 10-08541 –





10-02674 - 004 005 006 003

### Active Hydration Thermovac™ Stainless Steel Water Bottle

0.6L

Lightweight Thermovac™ insulated water bottle with a single-handed push button lid to enjoy chilled water wherever you are.



#### Product Features:

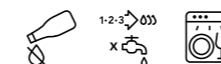
- Stainless Steel double wall Thermovac™ vacuum insulation, 10h cold (35h with ice)\*
- One-hand push button leakproof lid
- Smooth drinking Hydraspout™
- Convenient finger loop
- Dishwasher safe
- BPA free



### Active Hydration Tracker Water Bottle

0.8L

Tracker water bottle with single-handed push button lid to help monitor hydration during your day.



#### Product Features:

- One-hand push button leakproof lid
- Refill tracker
- Smooth drinking Hydraspout™
- Convenient finger loop
- Dishwasher safe
- BPA free



10-02671 - 004 005 006 003





Lunch break with home-made  
recipe while saving in style.

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10-06638 - 002 001



### Enjoy Thermovac™ Stainless Steel Food Jar

0.4L

Stylish Thermovac™ insulated leakproof  
food jar, great for keeping food hot or  
cold for up to 5.5 hours.



#### Product Features:

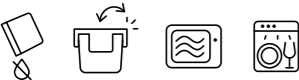
- Stainless Steel double wall Thermovac™ vacuum insulation, 5.5h hot or cold\*
- Leakproof
- Chic silicone strap
- BPA free



**Easy-Keep Lid Lunch Box**

1.2L

Bright and fun lunch box for your favourite pasta or rice recipe on the go, with detachable and easy to clean lid.



**Product Features:**

- Leakproof
- Snap hinge detachable flip lid
- Microwave safe
- Dishwasher safe
- BPA free



10-02120 – 009 011



**Easy-Keep Lid Lunch Box**

0.7L

Bright and fun lunch box for your favourite sandwich or snack on the go, with detachable and easy to clean lid.



**Product Features:**

- Leakproof
- Snap hinge detachable flip lid
- Microwave safe
- Dishwasher safe
- BPA free



10-02086 – 009 011



**Bento Lunch Box**

0.6L

Award winning Japanese inspired lunch box that keeps food hot or cold for up to 5 hours.



**Product Features:**

- 5h hot or cold\*
- Double wall insulation
- Leakproof lid
- Microwave safe
- BPA free



10-01134 – 052 054



# Displays to fit any retailer

An appealing and well merchandised display attracts the attention of consumers and drives sales.

## Key benefits:

- Drives category sales
- Improves purchasing experience
- Helps feature and demonstrate products
- Supports purchase decisions
- Bespoke solutions available on request

## Features:

Many options available to fit in-store; self-standing and shelf cover for existing merchandiser

Easy assembly and easy care

Separate Aladdin Logo and many POS assets available upon request

Bespoke POS available upon request

Please contact your account manager for further details.

## Aladdin Cut-out POS for actual product display



## Authorised Retailer Sticker



## Shelf Cover Kit

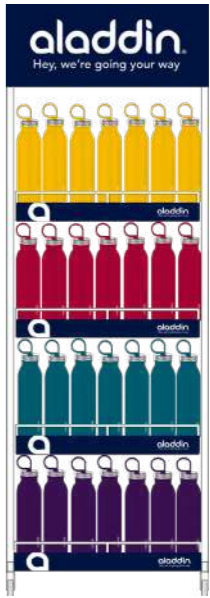


# Aladdin model 192 Retail Display

## Planogram examples



Barista Collection



Chilled Thermavac™


























Hydration



Spring & Summer







Barista Collection

Café Thermavac™ Leak-Lock™ Stainless Steel Mug 0.25L		10-09314 –  001  002  003  004  005  007  006	page 8
Mocca Thermavac™ Leak-Lock™ Stainless Steel Mug 0.35L		10-09363 –  001  002  003  004  005  007  006	page 10
Java Thermavac™ Leak-Lock™ Stainless Steel Mug 0.47L		10-06646 –  004  005  006  007  008  010  009	page 12

























Re-Use Collection

Re-Use Sustain Cup & Lid 4-Pack 0.35L		10-09424 –  001	page 14
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
















































Chilled Collection

Chilled Thermavac™ Stainless Steel Water Bottle 0.55L		10-09425 –  001  002  003  004  006	page 16
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




Hot Collection

Latte Leak-Lock™ Stainless Steel Mug 0.25L		10-06632–  006  013  003  004  002  001	page 19
Easy-Grip Leak-Lock™ Stainless Steel Mug 0.47L		10-02679 –  009  010  008  007	page 20
Thermavac™ Stainless Steel Mug 0.35L		10-08542–  001  002  003  004  005	page 21
Thermavac™ Stainless Steel Mug 0.47L		10-08543–  001  002  003  004  005	page 21













Hydration Collection

Zoo Thermavac™ Stainless Steel Water Bottle 0.43L		10-08113 –  004  003 10-08124 –  007  006	page 23
Aveo Water Bottle 0.6L		10-01102 –  077  078  076  079  080  083  085  084	page 24
Aveo Water Bottle 0.35L		10-01101 –  089  088  086  087  090  092  093	page 25
Fresco Twist & Go Thermavac™ Stainless Steel Water Bottle 0.6L		10-02863 –  005  006  007  004	page 26
Fresco Twist & Go Water Bottle 0.7L		10-01729 –  071  069  070  068	page 26
Infuse Water Bottle 0.7L		10-01785 –  051  049  050  048	page 27
Zoo Flip & Sip Water Bottle 0.43L		10-08541 –  001  002  003	page 27
Active Hydration Thermavac™ Stainless Steel Water Bottle 0.6L		10-02674–  004  005  006  003	page 28
Active Hydration Tracker Water Bottle 0.8L		10-02671–  004  005  006  003	page 29

Food Collection

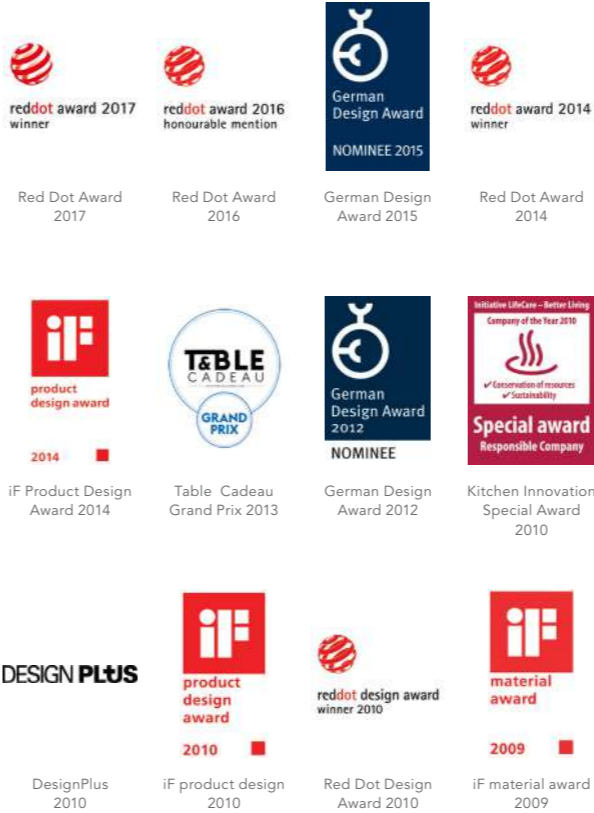
Enjoy Thermavac™ Stainless Steel Food Jar 0.4L		10-06638 –  002  001	page 31
Easy-Keep Lid Lunch Box 1.2L		10-02120 –  009  011	page 32
Easy-Keep Lid Lunch Box 0.7L		10-02086 –  009  011	page 32
Bento Lunch Box 0.6L		10-01134 –  054  052	page 33

Merchandising

Aladdin Cut-out POS		10-06784-009	w 180 h 280 Café Thermavac Leak-Lock™ Stainless Steel Mug	page 34
Aladdin Cut-out POS		10-06784-010	w 180 h 280 Mocca Thermavac Leak-Lock™ Stainless Steel Mug	page 34
Aladdin Cut-out POS		10-06784-011	w 180 h 280 Re-Use Sustain Cup & Lid 4-Pack	page 34
Aladdin Cut-out POS		10-06784-012	w 180 h 280 Chilled Thermavac™ Stainless Steel Water Bottle	page 34
Aladdin Cut-out POS		10-06784-007	w 180 h 280 Zoo Thermavac™ Stainless Steel Water Bottle	page 34
Aladdin Cut-out POS		10-06784-008	w 220 h 320 Latte Leak-Lock™ Stainless Steel Mug	page 34
Aladdin Cut-out POS Aveo City Series		10-06784-004 10-06784-006 10-06784-005	w 220 h 350 Amsterdam Paris London	page 34
Aladdin Cut-out POS		10-06784-001 10-06784-002 10-06784-003	w 220 h 350 Fresco Twist & Go Thermavac™ SS Water Bottle Active Hydration Thermavac™ SS Water Bottle Easy-Grip Leak-Lock™ Stainless Steel Mug	page 34
Authorised Retailer Sticker		10-03064-001	w 125 h 62	page 34
Shelf Cover Kit		10-02820-002	w 500 h 30 d 280	page 34
Aladdin Model 192 Retail Display		10-06783-002	w 600 h 1700 d 430	page 35
Aladdin EMEA Catalogue 2020		10-01528-011	w 210 h 240	

Winning designs

Since 1913, Aladdin has been consistently recognised with leading design awards due to the quality of our design, innovation, the materials used and the way our products are made. Great design ensures our products function as good as they look. These honour our passion for creating great reusable products to help customers enjoy food and beverages anywhere, while protecting the planet.



Custom Print Programme

With the Aladdin Custom print programme you can promote your brand with a trendy, durable and sustainable product that enables people enjoying their favourite food and drinks anywhere.

By printing your message or logo on an Aladdin product you have the perfect platform to promote your business and give a gift that anyone will love all year round.

Connect with the Aladdin Custom Print Team for more details at:

[custom-print@pmi-worldwide.com](mailto:custom-print@pmi-worldwide.com)



Aladdin product packaging uses icons to identify key product features.

 Leakproof bottle	 BPA free	 Dishwasher safe	 Leak-Lock™ Lid	 Two way lid
 Carbonated friendly	 Leakproof carbonated	 Borosilicate glass	 Infuse filter	 Infusion basket
 Flip lid	 Good for you, good for the planet	 eCycle® 100% RECYCLED BPA FREE eCycle	 Double wall	 Infusion basket
 Leak proof mug	 Microwave safe	 Easy to keep lid	 Insulation	 Detachable dressing container
 Vacuum insulated	 Vacuum insulated	 Leakproof box	 One-hand push button lid	 Stainless steel, no-rust steel
 Easy to keep lid	 Tracker dial	 Leakproof twist lid	 Easy to fill spout	 Hot 4h & cold 7h
 Hot and cold 9h	 Keeps hot 10h	 Keeps cold 10h	 Fits under most espresso machines	 Car, bike cup holders and laptop bags friendly

\*Our criteria for hot and cold testing is based on FDA standards and the thermal performance lab-test procedure is done by measuring the time that takes for the content's temperature change from 95°C to 60°C for hot and from 1.67°C to 10°C for cold, while the outside temperature is held at 23°C.



On the way to the gym with chilled water and no plastic.

Hey, we're going your way

aladdin®

## Notes

[illegible]

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[www.reiberco.es](http://www.reiberco.es)

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**Pacific Market International**  
Keizersgracht 555, 1017 DR  
Amsterdam - The Netherlands  
Europe +31 20794 4840

North America +1 800 456 1233  
South America +55 (21) 3278-9700  
Asia +86 21 50366 350  
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