



Good for **you**, good for the **planet**.





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**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, sustainability 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.

 **aladdin**®  
Good for **you**, good for the **planet**.



# Aladdin **Sustain** promise. Our sustainability guarantee mark.

For you and the planet. Every Aladdin product comes with our Aladdin Sustain Promise. This means that your product is guaranteed to come with the latest innovation, quality and social responsibility.



# Creating a better world. Good for you, good for the planet.

**Designing products with zero compromises.** Aladdin iconic Water Bottles and Mugs deliver our Sustain Promise and connect you with life in the city.

**Recycling and upcycling. Innovating in reusability since 1908.** Launched our first recycled food safe material in 2009. At least 25% of our materials will be made from recycled content by 2025.

**Increasing sustainable packaging.** At PMI Worldwide in 2021, we achieved our target of eliminating non-degradable plastic polybags across our food and beverage ware. This effort helps avoid more than 50 million polybags and 200 metric tons of plastic annually. 100% of paper packaging will be certified recycled or recycled content by 2025.

**Reducing greenhouse gas emissions.** Science-aligned target to reduce greenhouse gas emissions by 50% by 2030 across supply chain. All leading factories that manufacture PMI Worldwide products will have environmental goals in place by 2022.

**Teaming-up with values-led suppliers.** 100% of factories score a B grade or higher on their social compliance audit, with most leading factories achieving A grades in 2021.

**Supporting communities and the environment.** As part of PMI Worldwide, 2020 was our most charitable year to date. We donated 1.3% of the prior year's net income before taxes in cash and more than 100,000 products to more than 150 organizations around the world.



# Aladdin product.

## Zero compromises.

Urban lifestyle can be challenging, you may compromise where you don't want to. Like flavourless coffee served in a disposable paper cup. Or having to buy bottled water to keep hydrated.

Since 1908, Aladdin is consistently recognised globally for its leading design and innovation due to our passion for quality, sustainability and good. Alongside our consumers, we at Aladdin, aspire to an urban on-the-go world of zero compromises.

Our in-house product creation begins with a deep understanding of consumer needs. Our extensive market insights, best-in-class technological expertise, and true social responsibility code of conduct, enable us to develop innovative products that connect you to life in the city.

In order to meet our elevated, cohesive, and uncompromising vision, we have an in-house passionate team of experts that design, engineer and lab test the innovative Aladdin range of products.

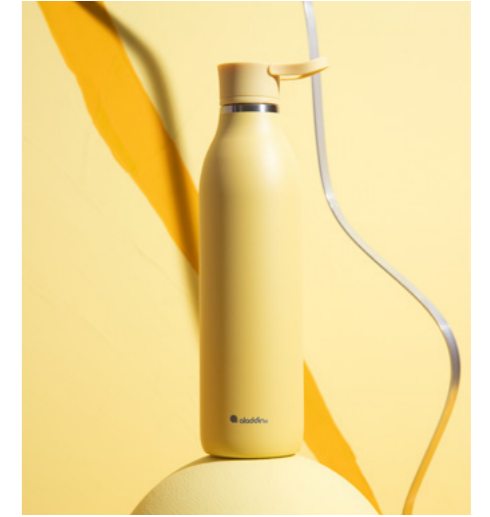
We ensure our products always live up to our promises of performance. This includes honest, real, and accurate claims of hot & cold thermals, leak resistance, washability, and durability.

We believe in exceeding consumer expectations with every detail, including sustainable packaging, durable finishes, and elevated graphics. Our on-the-go water bottles and travel mugs are truly designed to function as good as they look.

Timeless style makes them essential everyday-and-everywhere accessories - for coffee, for water, for the office, for the gym, for in your bag.

**Good for you, good for the planet.**

Your Aladdin Team







**Join the Sustain revolution.**

# Aladdin eCycle®

**Innovating since 1908, Aladdin is introducing our latest sustainable eCycle® material: certified and food safe recycled Stainless Steel.**

This new material is food safe, certified recycled 304 Stainless Steel and made with 90% recycled content, predominately post-consumer recycled material.

Products made with eCycle® recycled Stainless Steel undergo Aladdin's rigorous testing and third-party certification, and performance is equal to new (non recycled) Stainless Steel. The material is sourced in communities close to our factories, minimising transportation impact on our footprint.

The introduction of eCycle® represents a reduction in resources, energy consumption, water consumption, and carbon footprint compared to virgin steel production. It encourages demand for recycling and reduces dependence on virgin raw materials.





**Recycled hydration.**

**Good for you, good for the planet.**

## CityLoop Thermovac™ eCycle Water Bottle 0.6L

Designed with Aladdin's new sustainable eCycle® material, this innovative water bottle is made with certified recycled Stainless Steel

Made with 90% certified recycled food safe content

Keeps water cold for more than 12 hours

Durable powder coated finish

Leakproof lid with soft and flexible finger loop

Dishwasher safe

BPA free, EU-tested safe





# CityLoop Thermovac™ eCycle Water Bottle 0.6L



### Introduction

An innovative, must have water bottle design crafted with Aladdin's eCycle® recycled Stainless Steel.



### Features

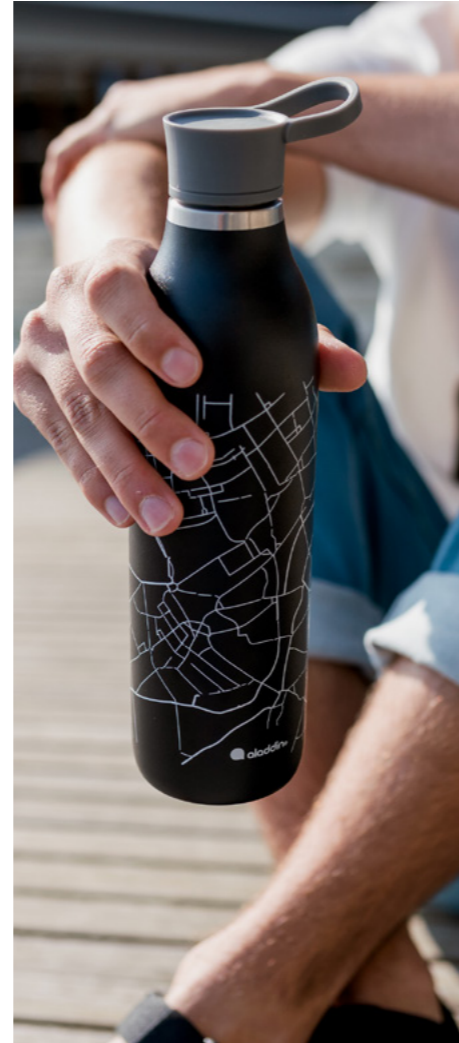
- Made with Aladdin's new sustainable eCycle® material, this innovative water bottle is made with 90% certified and food safe recycled Stainless Steel
- Stainless Steel double wall Thermovac™ insulation keeps more than 12 hours cold\*
- Soft and flexible fingerloop integrated in lid
- Durable powder coated finish
- Leakproof construction with smooth drink spout
- Dishwasher safe
- BPA free, EU-tested safe



10-10870 – 004 006 007 003 008 002 001 005 011 010 009 012











# Design & function.

## Good for **you**, good for the **planet**.

## Fresco Thermovac™ Stainless Steel Water Bottle 0.6L

Bottled water reinvented

Thermovac™, Aladdin's compact vacuum insulation technology, for a true 10+ hours cold

Leakproof design with a unique two-way lid to easily add ice and clean

Durable powder coated finish in elevated, trend forward colours

Dishwasher safe

BPA free, EU-tested safe





# Fresco Thermovac™ Stainless Steel Water Bottle 0.6L

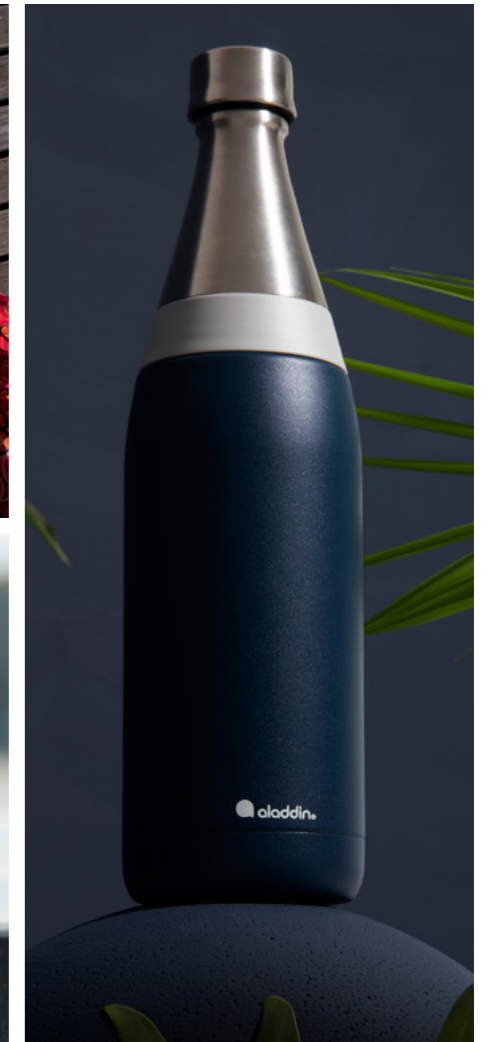
### Introduction










Stylish water bottle without compromises. Thermovac™ insulation keeps your water icy cold for hours. Removable lid and bottle neck makes it easy to fill with ice & to clean.

sustain.  
promise | 10❄️ | 18❄️ |  BPA FREE

### Features

- Stainless Steel double wall Thermovac™ vacuum insulation, 10h cold, 18h with ice\*
- Two-way leakproof lid allows to fill with ice and easy to clean
- Smooth drinking spout
- Dishwasher safe
- BPA free, EU-tested safe



10-10098 –  009  007  006  008  005  003  001  004  002





**Performance hydration.**

**Good for you, good for the planet.**

## **Sports Thermovac™** **Stainless Steel Water Bottle 0.6L**

Lightweight Stainless Steel Thermovac™ construction  
for 10 hours cold

Smooth and comfortable drink spout

Convenient finger loop

Fresh new gradient colour inspired by trends in  
sport & activewear

One-hand, push button lid, leakproof design

Dishwasher safe

BPA free, EU-tested safe





# Sports Thermovac™ Stainless Steel Water Bottle 0.6L

### Introduction

Lightweight, leakproof, and easy to carry water bottle that keeps up with your active lifestyle.

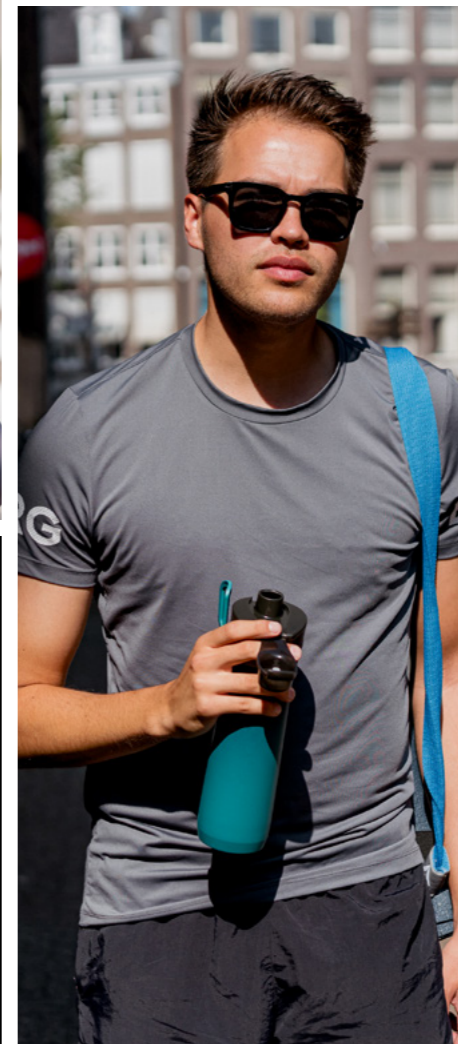


### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 10h cold (35h with ice)\*
- One-hand push button leakproof lid
- Convenient finger loop
- Durable powder coated finish with gradient effect
- Leakproof
- Smooth drink spout
- Dishwasher safe
- BPA free, EU-tested safe



10-10871 – 004 003 002 001 005







# Active hydration.

Good for **you**, good for the **planet**.

## Sports Tracker Water Bottle 0.8L

Lightweight and durable water bottle designed  
for an active lifestyle

Smooth and comfortable drink spout

Integrated hydration tracker & convenient finger loop

Fresh new colours & graphics inspired by trends in  
sport & activewear

One-hand, push button lid, leakproof design

Dishwasher safe

BPA free, EU-tested safe





# Sports Tracker Water Bottle 0.8L

### Introduction

Durable and lightweight water bottle with built in hydration tracker to elevate your health & fitness goals.



### Features

- Lightweight design with integrated refill tracker to help monitor daily hydration
- One-hand push button lid with smooth drink spout
- Convenient finger loop
- Leakproof
- Dishwasher safe
- BPA free, EU-tested safe



10-10894 – 003 002 001 004







**Weekend adventures.**

**Good for you, good for the planet.**

## Aveo Collection

Iconic, best selling bottle design

Unique two-way lid to easily add ice and clean

Comfortable finger loop

Smooth drinking spout

Leakproof construction

Dishwasher safe

BPA free, EU-tested safe





# Aveo Water Bottle 0.6L

### Introduction

New design of Aladdin's iconic, stylish water bottle with trend forward graphics and large drinking spout for easy drinking on the go.



### Features

- Two-way lid allows to fill with ice and easy to clean
- Smooth drinking spout
- Durable, stain and smell resistant material
- Leakproof
- Dishwasher safe
- BPA free, EU-tested safe



10-01102 – ● 114 ● 113 ● 108 ● 109 ● 111 ● 107 ● 112 ● 110





# Aveo Water Bottle 0.35L

### Introduction

New design of Aladdin's iconic Aveo Water bottle. Stylish water bottle in a stunning elevated colour palette, trend forward graphics & large drink spout for easy drinking on the go.



### Features

- Leakproof
- Two-way lid allows to fill with ice and easy to clean
- Smooth drinking spout
- Durable, stain and smell resistant material
- Dishwasher safe
- BPA free, EU-tested safe



10-01101 – ● 112 ● 113 ● 111 ● 114



# My First Aveo Water Bottle 0.35L

### Introduction

Kid friendly designs of the Aladdin's Aveo Water bottle. Durable and stylish kids water bottle with playful graphics and large drink spout for easy drinking all day long.

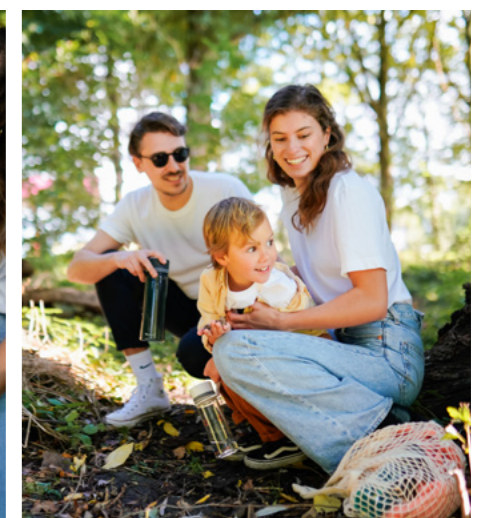


### Features

- Leakproof
- Two-way lid allows to fill with ice and easy to clean
- Smooth drinking spout
- Durable, stain and smell resistant material
- Dishwasher safe
- BPA free, EU-tested safe



10-01101 - ● 115 ● 117 ● 116 ● 092 ● 093







**Style.**

**Good for you, good for the planet.**

## Chilled Thermovac™ Style Stainless Steel Water Bottle 0.55L

Sleek bottle design fits easily  
in a bag, bike or car cup holder

Thermovac™, Aladdin's compact  
vacuum insulation technology,  
for a true 9+ hours cold

Leakproof lid with comfortable  
easy-carry finger loop

Durable powder coated finish

Dishwasher safe

BPA free, EU-tested safe





# Chilled Thermovac™ Style Stainless Steel Water Bottle 0.55L

### Introduction

The Aladdin Chilled Style collection is a beautiful balance of function + design. To create the exclusive artwork on these bottles, Aladdin teamed up with the Berlin based Japanese artist and designer Naito. The designs are inspired by elements of water and the natural world, with the sleek and slim design of the Chilled bottle as the perfect canvas.



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 9h\* cold
- Soft silicone 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, EU-tested safe



10-09425 – 009 010 011 008





# Colour.

Good for **you**, good for the **planet**.

## Chilled Thermovac™ Colour Stainless Steel Water Bottle 0.55L

Slim bottle design fits easily  
in a bag, bike or car cup holder

Thermovac™, Aladdin's compact  
vacuum insulation technology,  
for a true 9+ hours cold

Leakproof lid with comfortable  
easy-carry finger loop

Durable powder coated finish

Dishwasher safe

BPA free, EU-tested safe





# Chilled Thermovac™ Colour Stainless Steel Water Bottle 0.55L

### Introduction

The Aladdin Chilled Colour bottles are designed to be as functional as they are beautiful. These bottles were engineered with double wall Thermovac™ insulation to keep water cold for a full 9 hours of work or play.

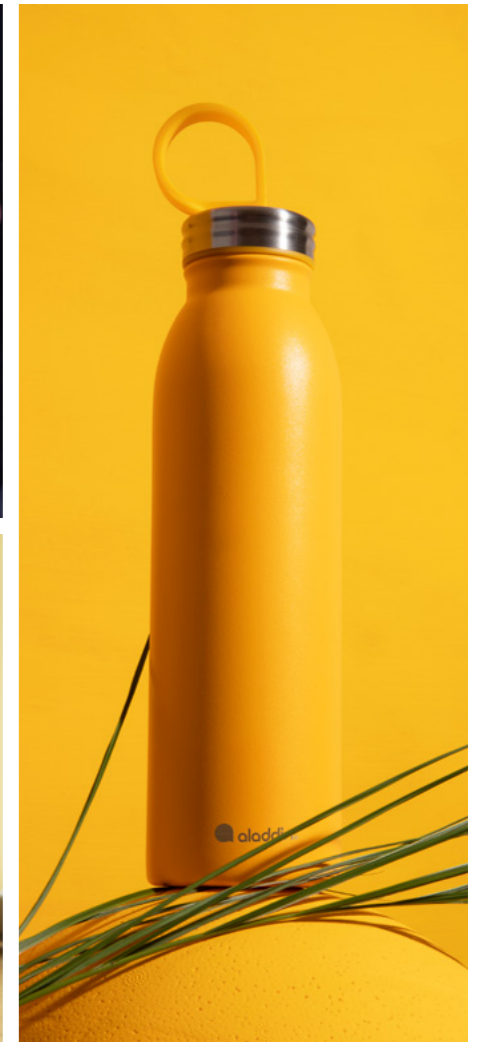
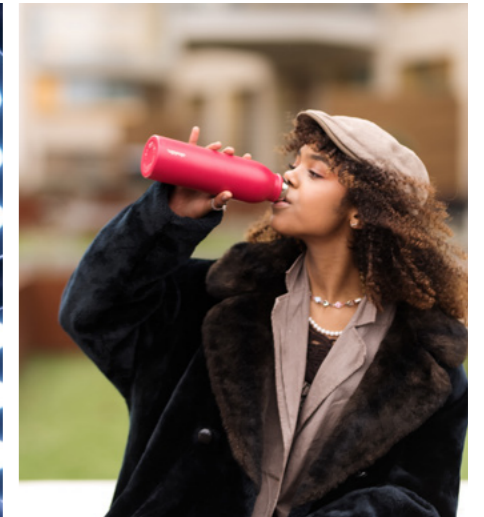


### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 9h\* cold
- Soft silicone 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, EU-tested safe



10-09425 – ● 001 ● 002 ● 004 ● 006 ● 007







**Hydration with a spark.**  
**Good for you, good for the planet.**

## Fresco Twist & Go Water Bottle 0.7L

Iconic, best-selling bottle design in refreshed,  
trend forward colours

Unique two-way lid to easily add ice + clean

Leakproof and carbonation friendly

Smooth and comfortable drinking spout

Dishwasher safe

BPA free, EU-tested safe





# Fresco Twist & Go Water Bottle 0.7L

### Introduction

New colours of the stylish, iconic dual-fill bottle that is uniquely designed to be carbonation friendly.



### Features

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



10-01729 – ● 082 ● 081 ● 083







**Barista-made.**

**Good for *you*, good for the *planet*.**

## Barista Collection

Uncompromising travel mugs that fit your urban,  
active lifestyle

Trusted functionality and performance empower you  
to make a sustainable choice

Thermovac™, Aladdin's compact  
vacuum insulation technology,  
keeps beverages hot or cold for hours

Leakproof flip lid with locking slider

Polished rim to also enjoy without lid

Durable powder coated finish

Dishwasher safe

BPA free, EU-tested safe





# Café Thermovac™ Leak-Lock™ Mug 0.25L

### Introduction

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.



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 2.5h 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, EU-tested safe



10-09314 – 001 004 016 017 018 006 007





# Mocca Thermovac™ Leak-Lock™ Mug 0.35L

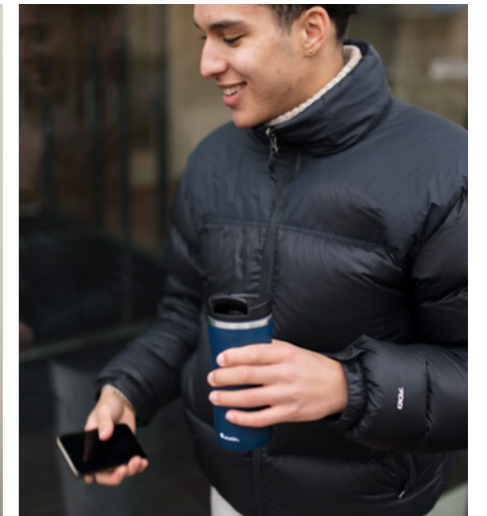
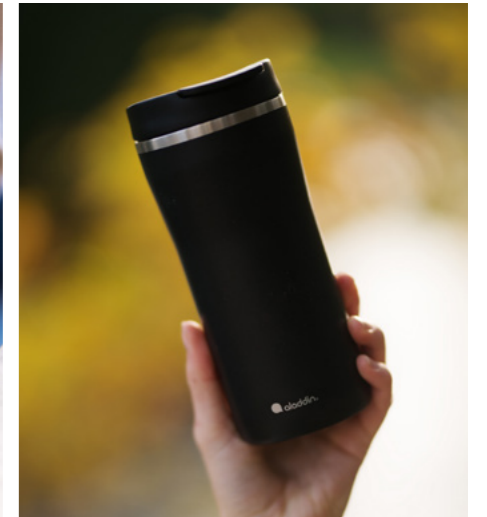
### Introduction

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.



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 3h 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, EU-tested safe



10-09363 – 001 004 015 016 017 006 007



# Java Thermovac™ Leak-Lock™ Mug 0.47L

### Introduction

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



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 4h 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, EU-tested safe



10-06646 – 004 007 018 019 020 009 010







**Play longer.**

**Good for you, good for the planet.**

## CityPark Thermovac™ Twin Cup Bottle 1.1L

1.1L capacity for a full day out  
at the beach or park

Built in Twin Cup designed to share

Thermovac™, Aladdin's compact insulation technology,  
will stay hot or cold for 25 hours, 5 days iced

Leakproof design and push button,  
easy pour stopper

Durable powder coated finish in  
elevated, trend forward colours

Dishwasher safe

BPA free, EU-tested safe





# CityPark Thermovac™ Twin Cup Bottle 1.1L

### Introduction

Large capacity size with built in Twin Cup so you can stay hydrated or caffeinated for a full day of play.

sustain. promise | 25%  
 5 DAYS | 100%  
 BPA FREE

### Features

- Stainless Steel double wall Thermovac™ vacuum insulation, 25h hot / cold, 5 days iced\*
- Built in Twin Cup
- Leakproof design
- Push button easy pour stopper
- Durable powder coated finish
- Dishwasher safe
- BPA free, EU-tested safe



10-10379 – 002 001 005 004 003







# Home-made food.

Good for **you**, good for the **planet**.

## Bistro Thermovac™ Stainless Steel Food Jar 0.4L

Fresh take on food with sleek silhouette, trend forward colors, and durable powder coated finish

Thermovac™, Aladdin's compact insulation technology, keeps food hot or cold for hours

Leakproof design with chic carry strap

Improved construction & dishwasher safe design

BPA free, EU-tested safe





# Bistro Thermovac™ Stainless Steel Food Jar 0.4L

### Introduction

Stylish Thermovac™ insulated leakproof food jar, great for keeping food hot or cold for up to 5.5 hours. Easy to clean thanks to its dishwasher safe construction.

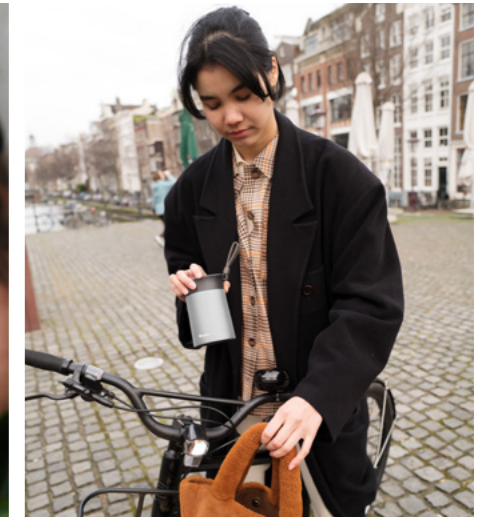


### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 5.5h hot & 5.5h+\* cold
- Leakproof design
- Chic silicone strap
- Durable powder coated finish
- **NEW** dishwasher safe construction
- BPA free, EU-tested safe



10-10495 – ● 002 ● 001 ● 005 ● 003 ● 004







**Saving the planet, one cup at the time.**

**Good for you, good for the planet.**

## Travel mugs Additional collections

Aladdin's expert travel mugs made for tea and coffee connoisseurs

Curated colours, sizes and functionality to fit your coffee and tea moments

Practical and easy-to-carry travel mugs that empower you to avoid paper cups while enjoying your favourite beverage wherever you are, whether it is home or barista made

Leakproof and dishwasher safe solutions that are easy to carry, use and clean

BPA free, EU-tested safe





# Espresso Stainless Steel Mug 0.25L

### Introduction

Sleek new compact and leakproof mug, perfectly designed to fit under a single serve coffee machine.



### Features

- **NEW** design with double wall Stainless Steel construction and silicone base cover
- **NEW** lid design, fully leakproof
- Ideal size for single serve coffee machine
- Dishwasher safe
- BPA free, EU-tested safe



10-10422 – 004 003 001 002





# Urban Thermovac™ Stainless Steel Travel Mug 0.35L

### Introduction

Distinctive Thermovac™ leakproof travel mugs that perfectly blend function and style.



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 3h hot & 5h+\* cold
- New lid design, fully leakproof
- Car, bike, or bag friendly
- Dishwasher safe
- BPA free, EU-tested safe



10-10377 - 005 004 002 003



# Urban Thermovac™ Stainless Steel Travel Mug 0.47L

### Introduction

Distinctive Thermovac™ leakproof travel mugs that perfectly blend function and style.

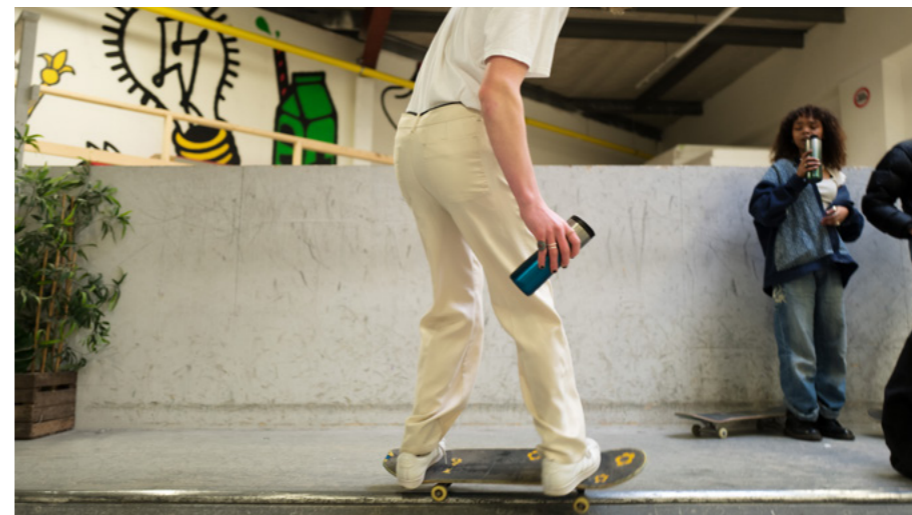


### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 3.5h hot & 5.5h+\* cold
- New lid design, fully leakproof
- Car, bike, or bag friendly
- Dishwasher safe
- BPA free, EU-tested safe



10-10378 - 005 004 002 003





## Water bottles

**CityLoop Thermovac™**  
eCycle Water Bottle 0.6L



10-10870 – 004 006 007 003 008 002  
 001 005 011 010 009 012

**Fresco Thermovac™**  
Stainless Steel Water Bottle 0.6L



10-10098 – 009 007 006 008 005 003  
 001 004 002

**Sports Thermovac™**  
Stainless Steel Water Bottle 0.6L



10-10871 – 004 003 002 001 005

**Sports Tracker**  
Water Bottle 0.8L



10-10894 – 003 002 001 004

**Aveo**  
Water Bottle 0.6L



10-01102 – 114 113 108 109 111 107  
 112 110

**Aveo**  
Water Bottle 0.35L



10-01101 – 112 113 111 114

**My First Aveo**  
Water Bottle 0.35L



10-01101 – 115 117 116 092 093

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



10-09425 – 009 010 011 008

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



10-09425 – 001 002 004 006 007

**Fresco Twist & Go**  
Water Bottle 0.7L



10-01729 – 082 081 083

## Travel mugs

**Café Thermovac™**  
Leak-Lock™ Mug 0.25L



10-09314 – 001 004 016 017 018 006 007

**Mocca Thermovac™**  
Leak-Lock™ Mug 0.35L



10-09363 – 001 004 015 016 017 006 007

**Java Thermovac™**  
Leak-Lock™ Mug 0.47L



10-06646 – 004 007 018 019 020 009 010

**CityPark Thermovac™**  
Twin Cup Bottle 1.1L



10-10379 – 002 001 005 004 003

**Espresso**  
Stainless Steel Mug 0.25L



10-10422 – 004 003 001 002

**Urban Thermovac™**  
Stainless Steel Mug 0.35L



10-10377 – 005 004 002 003

**Urban Thermovac™**  
Stainless Steel Mug 0.47L



10-10378 – 005 004 002 003

## Food jars

**Bistro Thermovac™**  
Stainless Steel Food Jar 0.4L



10-10495 – 002 001 005 003 004



## Spare parts

Replacing a part rather than a whole product is good for you and good for the planet. Spare parts are available so you can enjoy your favourite Aladdin product over and over.

### Twin Cup Lid Set (Mug + Cup) - Graphite Grey

Suitable for:  
CityPark Thermovac™ Twin Cup Bottle 1.1L



10-10516-001

### Stopper - Graphite Grey

Suitable for:  
CityPark Thermovac™ Twin Cup Bottle 1.1L



10-10464-001

### Leakproof Lid - Lava Black

Suitable for:  
Espresso Stainless Steel Mug 0.25L  
Urban Thermovac™ Stainless Steel Mug 0.35L  
Urban Thermovac™ Stainless Steel Mug 0.47L



10-10518-001

### Cap - Slate Grey

Suitable for:  
Fresco Twist & Go Water Bottle 0.7L



10-10465-001

### Cap - Brushed Stainless Steel

Suitable for:  
Fresco Thermovac™ Stainless Steel Water Bottle 0.6L



10-10103-001

### Lid - Stone Grey

Suitable for:  
Chilled Thermovac™ Stainless Steel Water Bottle 0.55L



10-10106-001

### Leakproof Lid Set (Spout + Lid) - Graphite Grey

Suitable for:  
Aveo 0.35L Collection



10-10101-002

### Leakproof Lid Set (Spout + Lid) - Graphite Grey

Suitable for:  
Aveo 0.6L Collection



10-10102-001

### Leakproof Lid (Leak-Lock™) - Lava Black

Suitable for:  
Barista Collection



10-10104-001

### Drinking Spout Seal - Clear

Suitable for:  
Sports Thermovac™ Stainless Steel Water Bottle 0.6L  
Sports Tracker Water Bottle 0.8L



10-10105-001

### One-hand Push Button Lid - Graphite Grey

Suitable for:  
Sports Thermovac™ Stainless Steel Water Bottle 0.6L  
Sports Tracker Water Bottle 0.8L



10-11035-001

### Lid with Integrated Flexible Fingerloop - Graphite Grey

Suitable for:  
CityLoop Thermovac™ eCycle Water Bottle 0.6L



10-11034-001

### Silicon Seal

Suitable for:  
Bento Lunch Box 0.6L



10-02552-001





### Winning designs

Since 1908, 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.



reddot award 2017 winner

Red Dot Award 2017



reddot award 2016 honourable mention

Red Dot Award 2016



German Design Award 2015



reddot award 2014 winner

Red Dot Award 2014



product design award

2014

iF Product Design Award 2014



Table Cadeau Grand Prix 2013



German Design Award 2012



Kitchen Innovation Special Award 2010

DESIGN PLUS



product design award

2010

DesignPlus 2010



reddot design award winner 2010

Red Dot Design Award 2010



material award

2009

iF material award 2009



# Customise.

Good for **you**, good for 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)





## Omnichannel assets

Electronic and physical assets are available to ensure a consistent and impactful appealing and well merchandised display that drives Brand awareness, conversion and sales.

### Key benefits

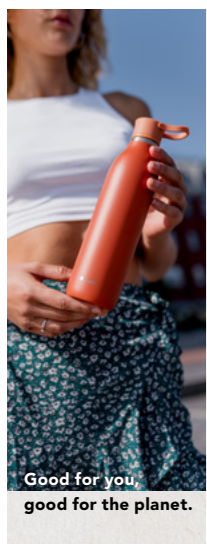
- Drives conversion and sales
- Improves purchasing experience
- Helps feature and demonstrate products
- Supports a consistent Brand messaging and drives awareness
- Bespoke solutions available on request

### Features

- Many options available for digital/online use; product images, 360° gifs, product and lifestyle videos plus banners in several standard landscape or portrait dimensions
- Banners for offline use available. Printable for offline media or for in-store display
- Diverse display solutions available to fit in-store; POS with cut-out to feature select products, multi-use counter display, hero product pedestal and self-standing merchandise units

Please contact your account manager for further details.

### Aladdin banners for online and offline use



## Omnichannel assets

### Aladdin Retail Display Programme



Multi-Use Counter Display



Hero Product Pedestal



Reduced Floor Stand Display



Floor Stand Display

### Aladdin POS with Cut-out for actual product display



CityLoop Thermovac™ eCycle Water Bottle



Fresco Thermovac™ Stainless Steel Water Bottle



Aveo Water Bottles



Chilled Thermovac™ Stainless Steel Water Bottle Colour



Chilled Thermovac™ Stainless Steel Water Bottle Style



CityPark Thermovac™ Twin Cup Bottle



Bistro Thermovac™ Stainless Steel Food Jar



Mocca Thermovac™ Leak-Lock™ Stainless Steel Mug



Café Thermovac™ Leak-Lock™ Stainless Steel Mug



Re-Use Sustain Cup & Lid 4-Pack



## Icon library

Aladdin product packaging uses icons to identify key product features.

 Sustain promise	 BPA free	 eCycle® I am recycled. Stainless Steel	 Stainless Steel, no-rust steel	 Stainless Steel, recycled
 Good for you, good for the planet	 For ages 3+	 Microwave safe	 Dishwasher safe	 Handwash only
 Food safe	 Car, bike cup holders and laptop bags friendly	 Fits under most espresso machines	 Double wall insulation	 Vacuum insulated
 Leakproof bottle	 Leakproof mug	 Leakproof box	 Leakproof carbonated	 Carbonated friendly
 Two way lid	 Twin Cup lid	 Leak-Lock™ Lid	 Flip lid	 One-hand push button lid
 Easy to keep lid	 Easy to keep lid	 Leakproof twist lid	 Easy to fill spout	 Tracker dial
 Hot 4h & cold 7h	 Hot and cold 9h	 Keeps cold 10h	 Keeps hot 10h	 Iced 18h cold



\***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 4°C to 10°C for cold, while the outside temperature is held at 23°C. Thermal performance might be different depending on product usage circumstances.

## Authorised Aladdin EMEA distributors

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### ISRAEL

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