



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

Spring / Summer 2021





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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**<sup>®</sup>  
Good for **you**, good for the **planet**.



# Aladdin.

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

## Aladdin Sustain Promise Our Sustainability Guarantee Mark



Learn more about our Corporate Social Responsibility at [aladdin-sustain.com](http://aladdin-sustain.com) and [pmiworldwide.com/responsibilities](http://pmiworldwide.com/responsibilities)

# 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.

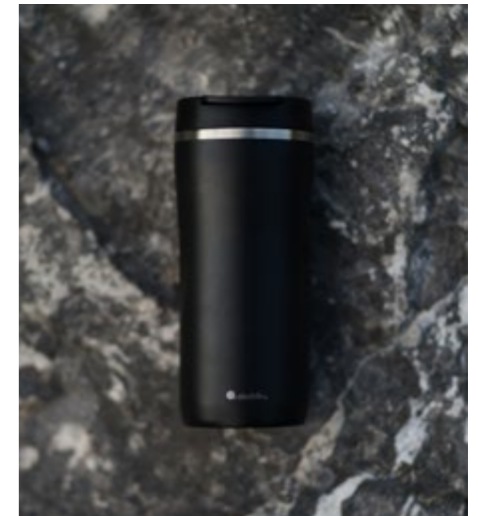
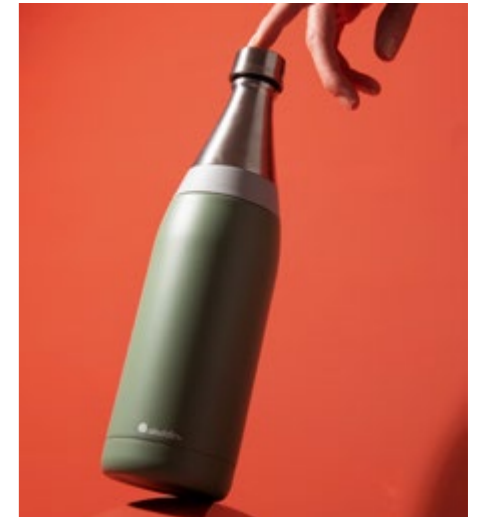
We ensure our products always live up to our promises of performance. This includes honest, real, and accurate claims of hot & cold thermals, leak resistance, washability, and durability.

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





**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

Leak proof 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.

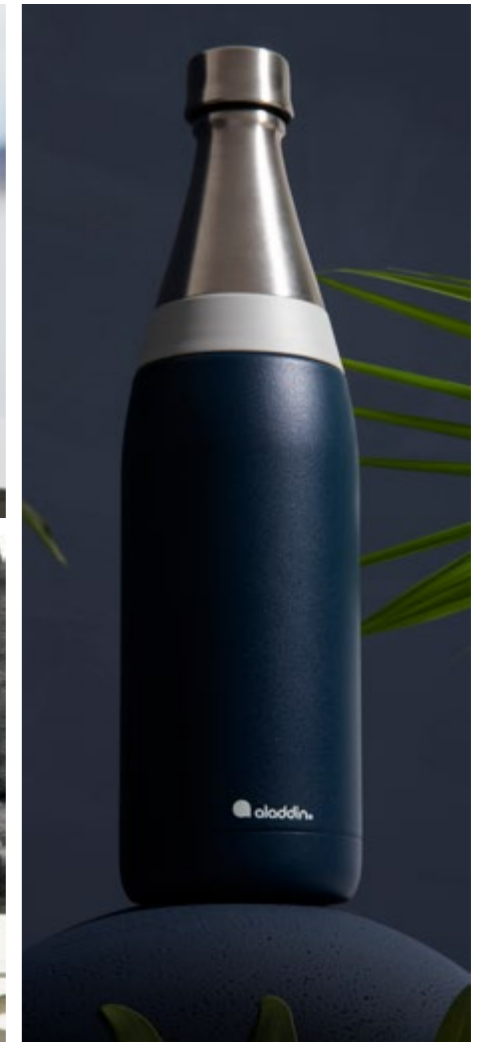
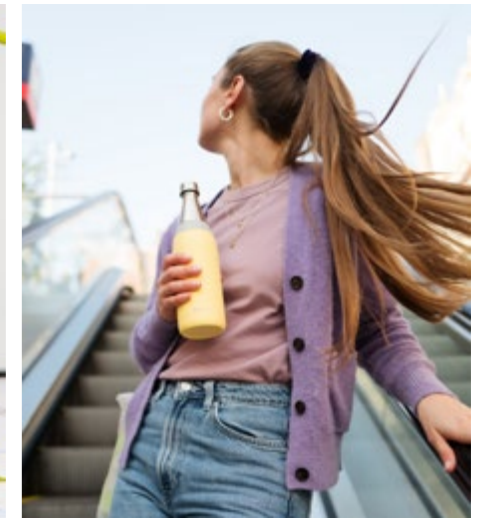
sustain.  
promise | 10❄️ | 18❄️ |  BPA FREE

### 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





# 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

Leak proof 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 new 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.

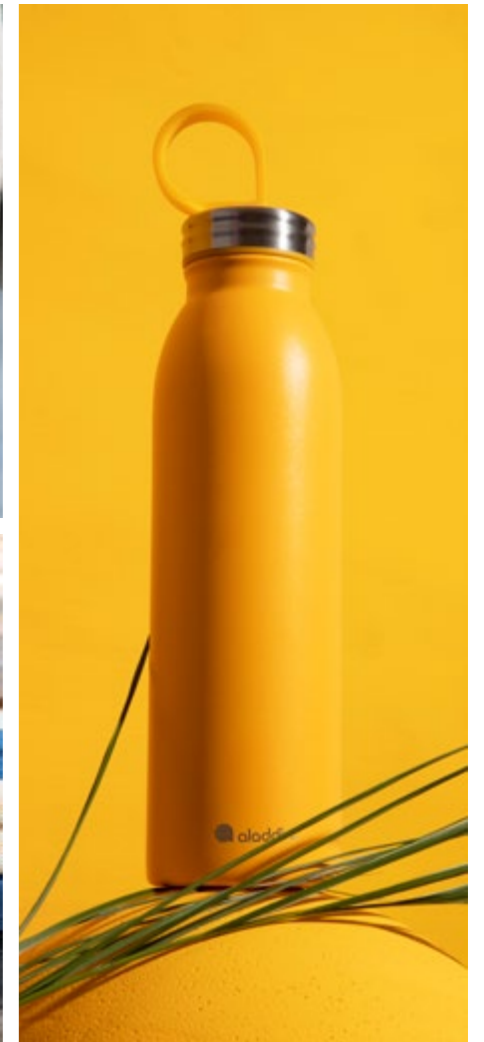


### Features

- 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 ● 003 ● 006 ● 007







**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

Leak proof 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

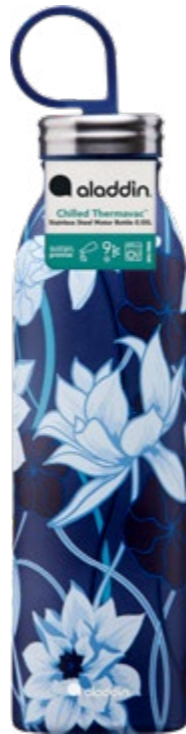
### Introduction

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



**Sustainability.**

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

## Barista Collection

Uncompromising travel mugs that fit in your lifestyle and empower you to make a sustainable choice

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

Leak proof 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.

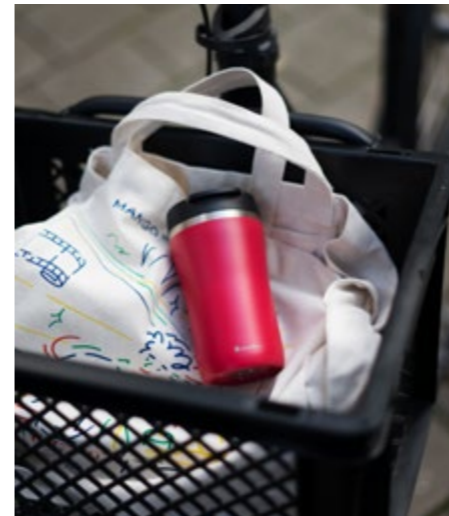
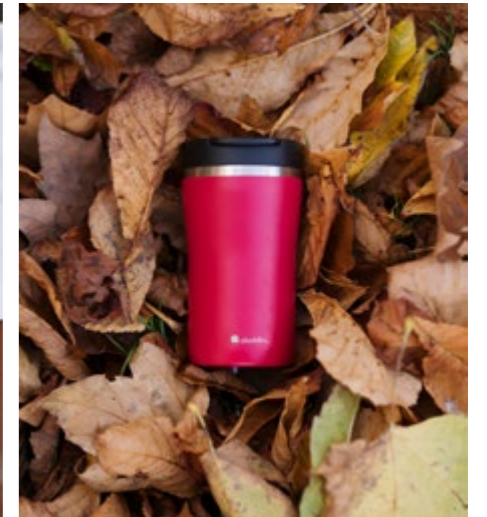


### Features

- 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 – 001 002 004 005 003 006 007



# Mocca Thermovac™ Leak-Lock™ Mug 0.35L

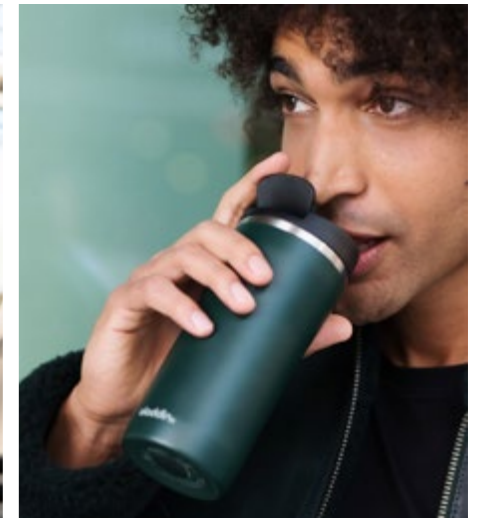
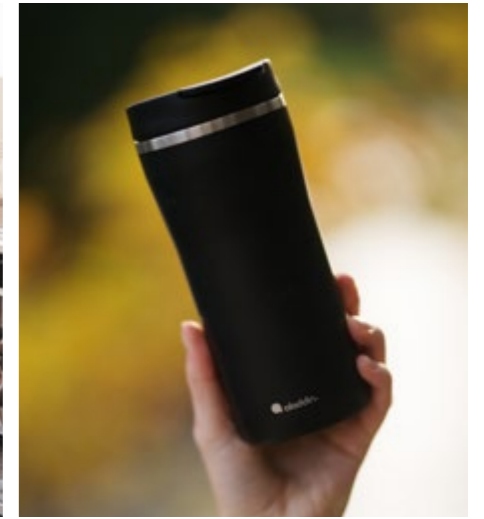
### Introduction

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 ● 002 ● 004 ● 005 ● 003 ● 006 ● 007

# Java Thermovac™ Leak-Lock™ Mug 0.47L

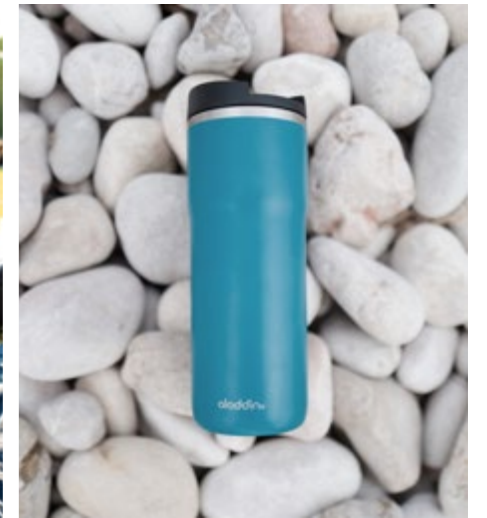
## Introduction

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 ● 005 ● 007 ● 008 ● 006 ● 009 ● 010



**Weekend adventures.**

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

## **Aveo Collection**

New design of best-selling iconic bottle

Elevated, trend forward graphics and colours

Large drink spout and two-way lid to  
easily fill with ice and clean

Soft and comfortable carry loop  
perfect for an active lifestyle

Dishwasher safe

BPA free, EU-tested safe



# 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.

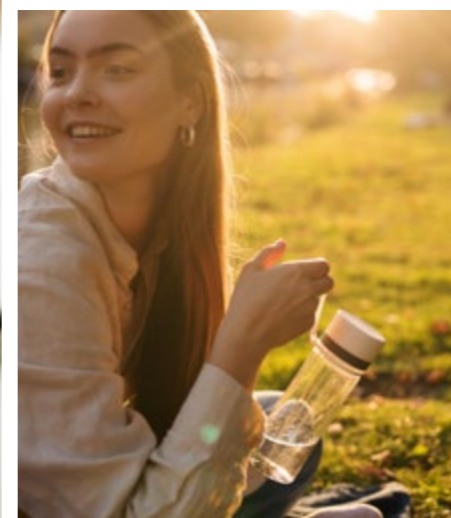
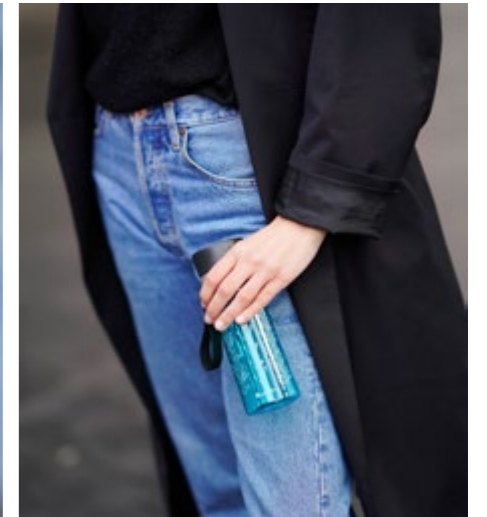


### Features

- 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





# Aveo Water Bottle 0.6L

### Introduction

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

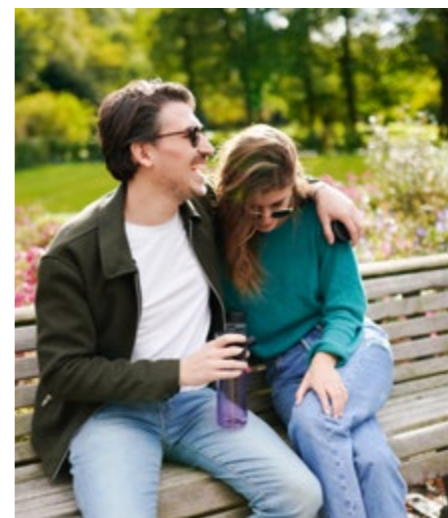


### Features

- 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



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



# 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.

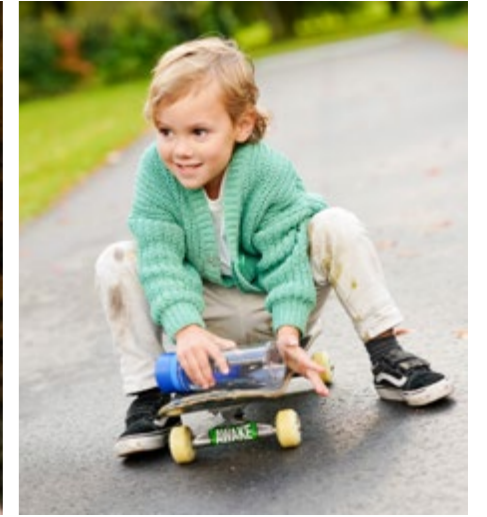


### Features

- 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





**Barista-made coffee.**

**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



## Re-Use Sustain Cup & Lid Pack of 4 - 0.35L

### Introduction

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



### Features

- Pack of 4
- Car cup holder friendly
- Microwave & dishwasher safe
- BPA free, EU-tested safe

10-09424-001



## Latte Leak-Lock™ Stainless Steel Mug 0.25L

### Introduction

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



### 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, EU-tested safe

10-06632-003  
004  
001  
002



## Thermovac™ Stainless Steel Mug 0.35L

### Introduction

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



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 3h hot & 5h+\* cold
- Dishwasher safe
- BPA free, EU-tested safe

10-08542-001  
002  
005  
004



## Thermovac™ Stainless Steel Mug 0.47L

### Introduction

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



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 3.5h hot & 5.5h+\* cold
- Dishwasher safe
- BPA free, EU-tested safe

10-08543-001  
002  
005  
004







Hydrate right.

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

## Water bottles Additional collections

Aladdin's durable solutions to stay hydrated all day long and wherever you go

Practical and easy-to-carry water bottles that fit in your lifestyle and help avoiding disposable bottles

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

For your urban and weekend adventures, at the office, on your bike, in the gym, on a hike or at the park

BPA free, EU-tested safe



# Active Hydration Thermovac™ Stainless Steel Water Bottle 0.6L

### Introduction

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



### Features

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

10-02674 - 004 005



# Fresco Twist & Go Water Bottle 0.7L

### Introduction

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



### 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 - 071 069 070 068



# Active Hydration Tracker Water Bottle 0.8L

### Introduction

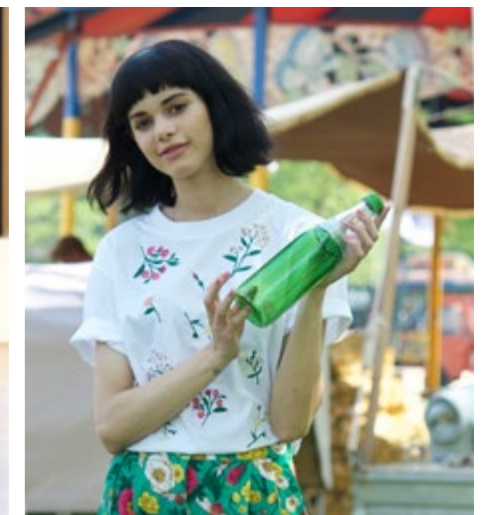
Tracker water bottle with single-handed push button lid to help monitor hydration during your day.



### Features

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

10-02671 - 004 005



## Zoo Thermovac™ Stainless Steel Water Bottle 0.43L

### Introduction

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



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 7h\* cold
- Soft silicone fingerloop
- Leakproof
- Smooth drinking spout
- Wide mouth opening for easy fill and cleaning
- BPA free, EU-tested safe

10-08113 - 004 10-08124 - 006 007

## Zoo Flip & Sip Water Bottle 0.43L

### Introduction

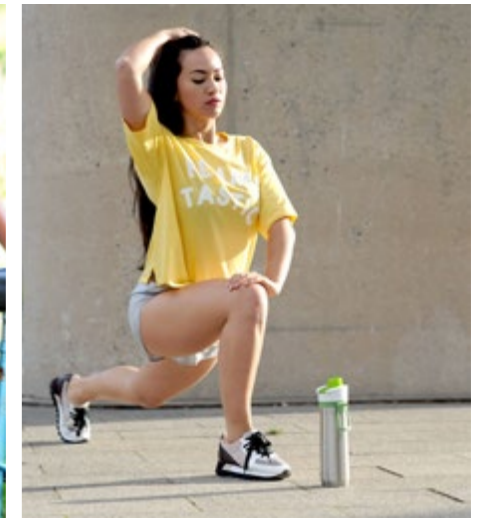
Cute and fun Flip & Sip water bottle to keep kids happy and hydrated.



### 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, EU-tested safe

10-08541 - 001 003 002







**Home-made food.**  
**Good for *you*, good for the *planet*.**

## Lunch boxes Collections

Aladdin's selection of lunch boxes empower you to enjoy your favourite home-made recipe wherever you are

Store, carry and enjoy healthy food in style

Leakproof solutions that are easy to carry, use and clean

Curated colours that brighten up any meal, at school, at the office or at the park

BPA free, EU-tested safe



### Easy-Keep Lid Lunch Box 0.7L

#### Introduction

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



BPA FREE

#### Features

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



10-02086 - 009 011

### Easy-Keep Lid Lunch Box 1.2L

#### Introduction

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



BPA FREE

#### Features

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



10-02120 - 009 011



## Bento Lunch Box 0.6L

### Introduction

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



### Features

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



10-01134 - 054 052

## Enjoy 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.



### Features

- Stainless Steel double wall Thermovac™ compact vacuum insulation, 5.5h hot & 5.5h+\* cold
- Leakproof
- Chic silicone strap
- BPA free, EU-tested safe



10-06638 - 002 001



## Water bottles

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

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

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

10-09425 – ● 001 ● 002 ● 004 ● 003 ● 006 ● 007

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

10-09425 – ● 009 ● 010 ● 011 ● 008

**Aveo**  
Water Bottle 0.6L

10-01102 – ● 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

**Active Hydration Thermovac™**  
Stainless Steel Water Bottle 0.6L

10-02674 – ● 004 ● 005

**Active Hydration Tracker**  
Water Bottle 0.8L

10-02671 – ● 004 ● 005

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

10-01729 – ● 071 ● 069 ● 070 ● 068

**Zoo Thermovac™**  
Stainless Steel Water Bottle 0.43L

10-08113 – ● 004 10-08124 – ● 006 ● 007

**Zoo Flip & Sip**  
Water Bottle 0.43L

10-08541 – ● 001 ● 003 ● 002

## Travel mugs

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

10-09314 – ● 001 ● 002 ● 004 ● 005 ● 003 ● 006 ● 007

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

10-09363 – ● 001 ● 002 ● 004 ● 005 ● 003 ● 006 ● 007

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

10-06646 – ● 004 ● 005 ● 007 ● 008 ● 006 ● 009 ● 010

**Re-Use Sustain Cup & Lid**  
Pack of 4 - 0.35L

□ 10-09424 – 001

**Latte Leak-Lock™**  
Stainless Steel Mug 0.25L

10-06632 – ● 003 ● 004 ● 001 ● 002

**Thermovac™**  
Stainless Steel Mug 0.35L

10-08542 – ● 001 ● 002 ● 005 ● 004

**Thermovac™**  
Stainless Steel Mug 0.47L

10-08543 – ● 001 ● 002 ● 005 ● 004

## Lunch boxes

**Easy-Keep Lid**  
Lunch Box 0.7L

10-02086 – ● 009 ● 011

**Easy-Keep Lid**  
Lunch Box 1.2L

10-02120 – ● 009 ● 011

**Bento**  
Lunch Box 0.6L

10-01134 – ● 054 ● 052

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

10-06638 – ● 002 ● 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



iF Product Design  
Award 2014



Table Cadeau  
Grand Prix 2013



German Design  
Award 2012



Kitchen Innovation  
Special Award 2010

DESIGN PLUS

DesignPlus  
2010



iF product design  
2010



Red Dot Design  
Award 2010



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

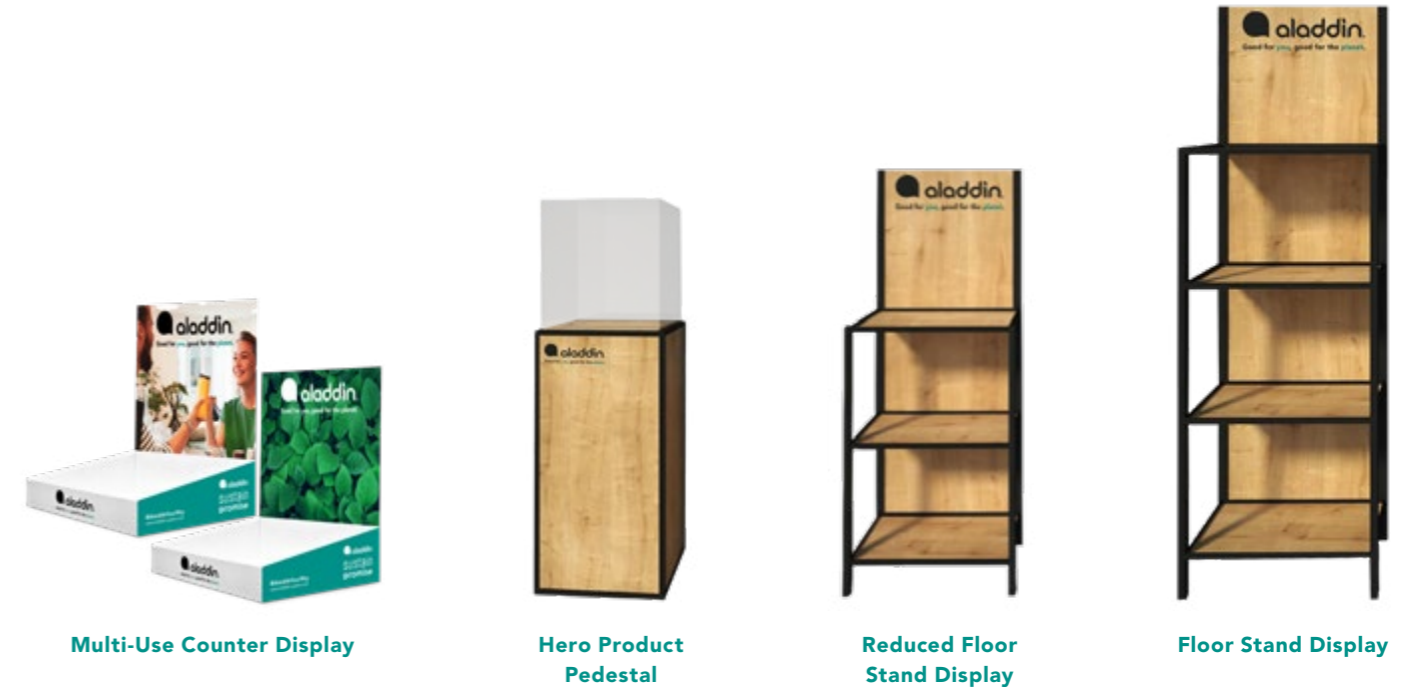
Please contact your account manager for further details.

### Aladdin banners for online and offline use

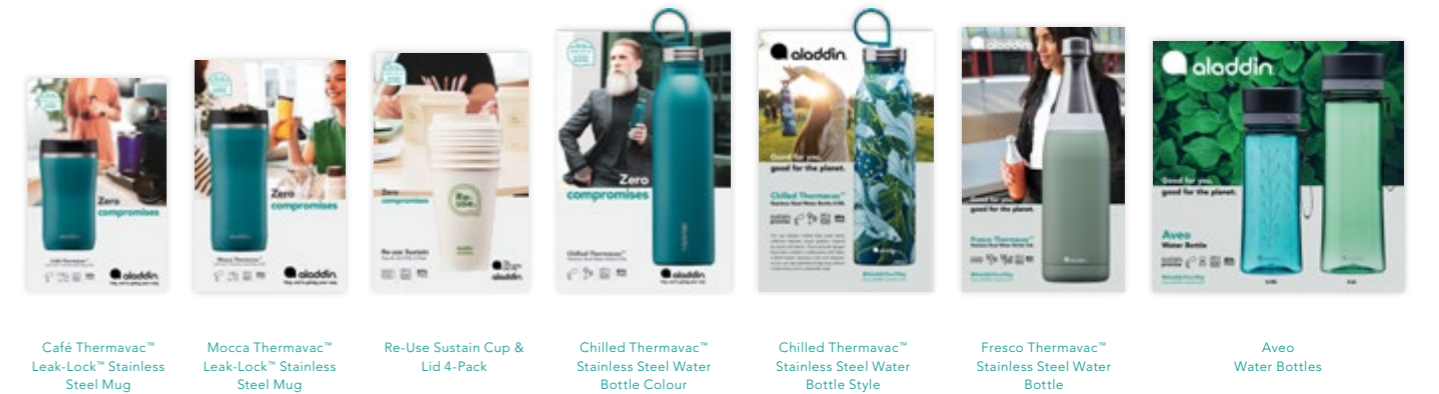


## Omnichannel assets

### Aladdin Retail Display Programme



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



## Icon library

Aladdin product packaging uses icons to identify key product features.

 sustain promise Sustain promise	 BPA FREE BPA free	 Leakproof bottle	 Dishwasher safe	 Leak-Lock™ Lid
 Two way lid	 Carbonated friendly	 Leakproof carbonated	 eCycle	 Handwash only
 Flip lid	 Good for you, good for the planet	 Fits under most espresso machines	 Double wall	 FOR AGES <b>3+</b> For ages 3+
 Leak proof mug	 Microwave safe	 Easy to keep lid	 Insulation	 Food safe
 Vacuum insulated	 Vacuum insulated	 Leakproof box	 One-hand push button lid	 STAINLESS STEEL 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	 Iced 18h cold	 Car, bike cup holders and laptop bags friendly



**\*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.

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



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