

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.

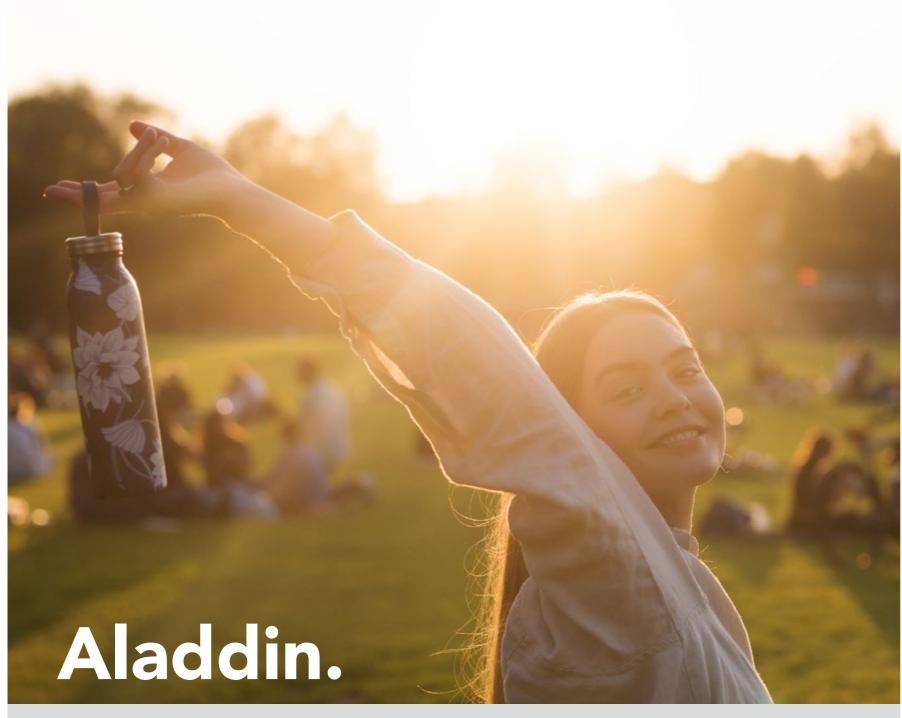
And we want to empower you in doing so.

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



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Good for you, good for the planet.

Aladdin Sustain Promise

Our Sustainability Guarantee Mark



Innovation

Iconic products that connect you to life in the city.



Quality

EU-tested safe

recyclable.

Giving back to the community

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



products that look good, feel good and are sturdy, handy and



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. Furthermore, no plastic is used in packaging and recycled materials are used where possible.

Learn more about our Corporate Social Responsibility at aladdin-sustain.com and 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 onthe-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

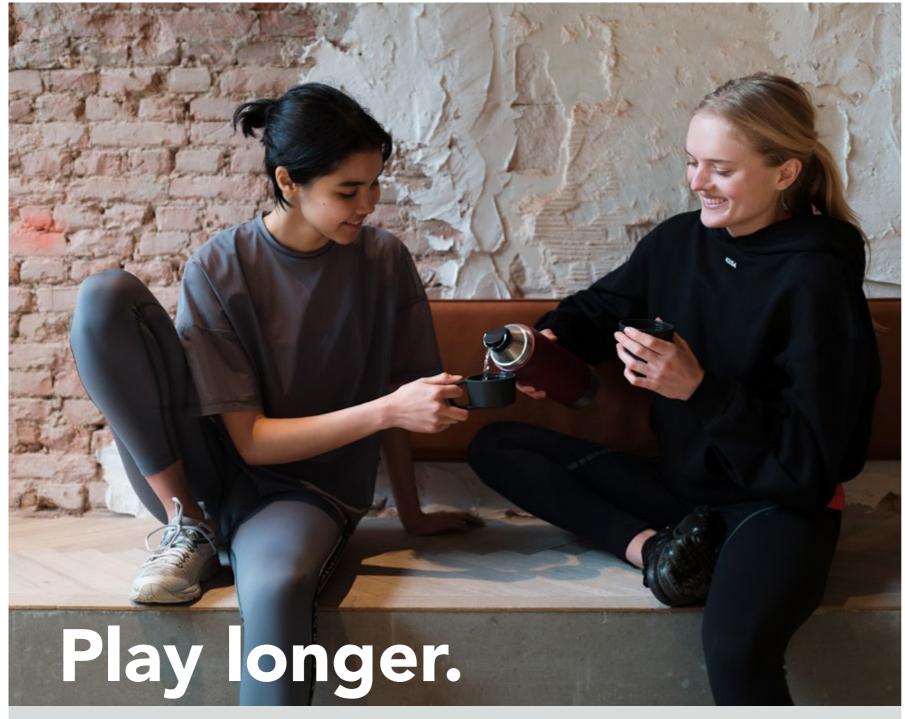












Good for you, good for the planet.

CityPark Thermavac[™] 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

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

Leak proof design and push button, easy pour stopper

Durable powder coated finish in elevated, trend forward colours

Dishwasher safe

BPA free, EU-tested safe



CityPark Thermavac[™] Twin Cup Bottle 1.1L

so you can stay hydrated or caffeinated for a full day of play.



- Stainless Steel double wall Thermavac[™] 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















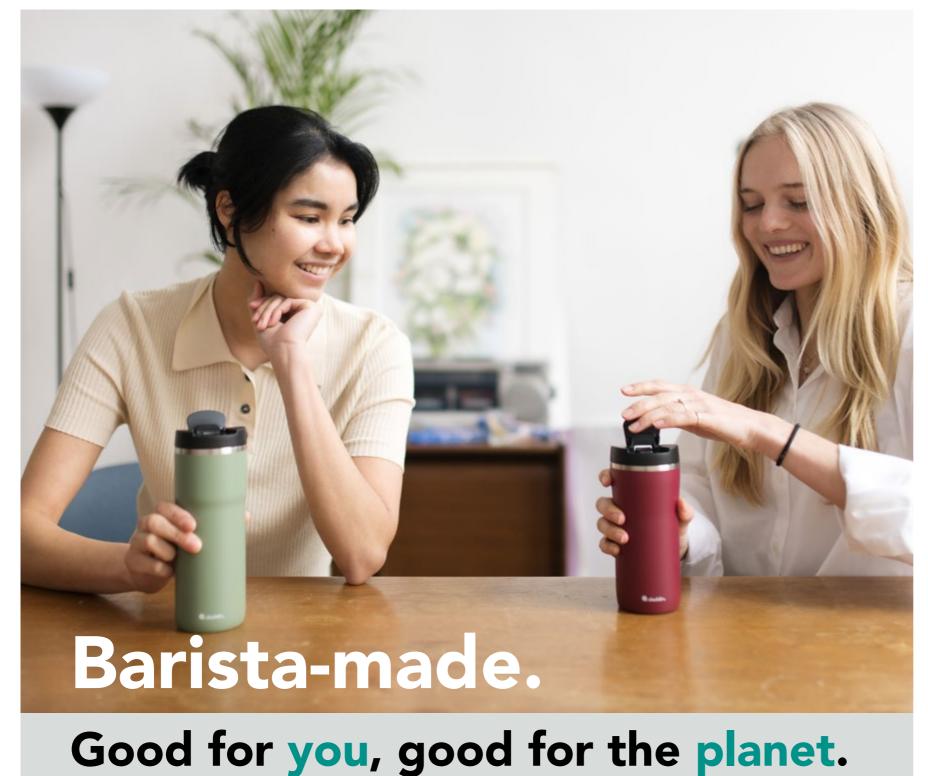












Barista Collection

Uncompromising travel mugs that fit your urban, active lifestyle

Trusted functionality and performance empower you to make a sustainable choice

> Thermavac[™], 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 Thermavac™ **Leak-Lock**[™] Mug 0.25L

Introduction

The perfect Thermavac™ 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.

aladdin.









Features

- Stainless Steel double wall Thermavac[™] 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



















Mocca Thermavac[™] **Leak-Lock**[™] **Mug 0.35L**

Introduction

Compact and handy Thermavac $^{\text{\tiny TM}}$ insulated mug to enjoy your favourite medium sized drinks without spilling a drop and that keeps your drink hot or cold for hours.







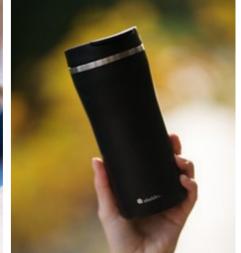


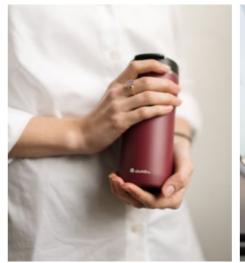
Features

- Stainless Steel double wall Thermavac[™] 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





















Java Thermavac[™] Leak-Lock[™] Mug 0.47L

Introduction

The perfect commuter mug for tea and coffee lovers that thanks to its compact design and high performing Thermavac $^{\text{TM}}$ vacuum insulation, keeps larger drinks hot and cold for hours.







- Stainless Steel double wall
 Thermavac™ 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



























Bistro Thermavac[™] Stainless Steel Food Jar 0.4L

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

Thermavac[™], 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 Thermavac[™] Stainless Steel Food Jar 0.4L

Introduction

Stylish Thermavac[™] 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
 Thermavac™ 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











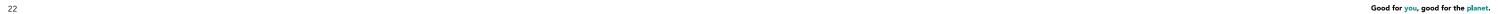














Fresco Thermavac[™] Stainless Steel Water Bottle 0.6L

Bottled water reinvented

Thermavac[™], 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 Thermavac[™]

Stainless Steel Water Bottle 0.6L

Introduction

Stylish water bottle without compromises. Thermavac $^{\text{\tiny TM}}$ insulation keeps your water icy cold for hours. Removable lid and bottle neck makes it easy to fill with ice & to clean.

















Features

- Stainless Steel double wall Thermavac[™] 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

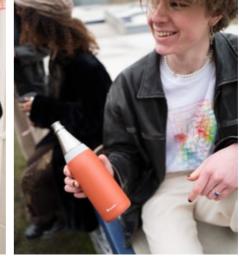


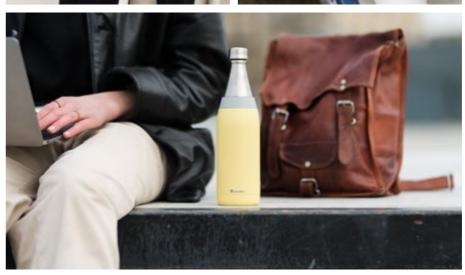














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Chilled Thermavac[™] Colour Stainless Steel Water Bottle 0.55L

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

Thermavac[™], 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 Thermavac™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 Thermavac™ insulation to keep water cold for a full 9 hours of work or play.





Features

- Stainless Steel double wall Thermavac[™] 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

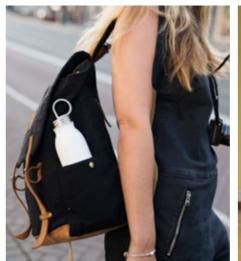








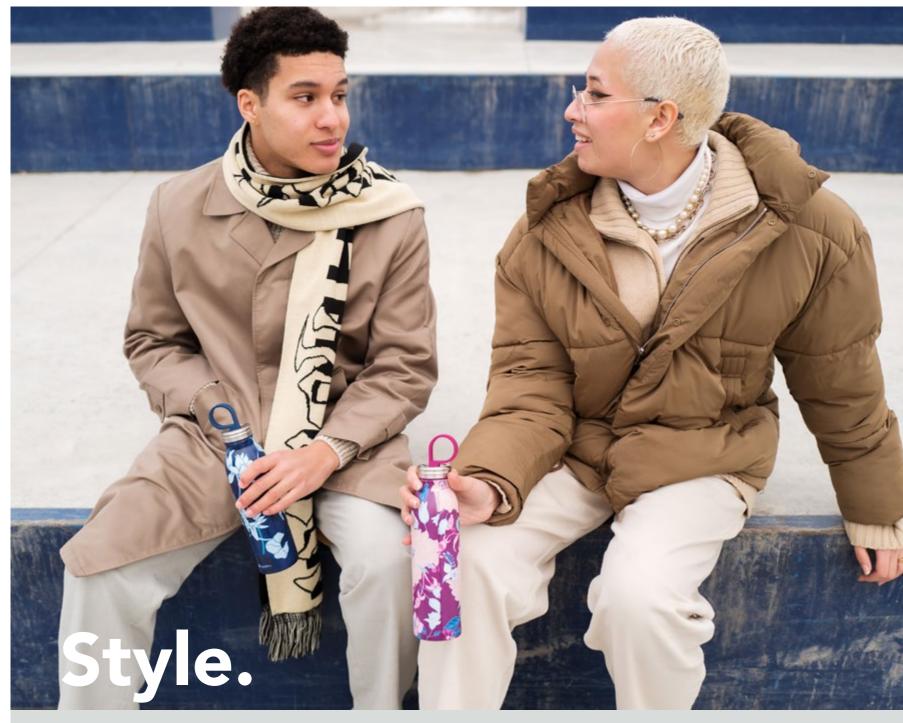












Good for you, good for the planet.

Chilled Thermavac[™] StyleStainless Steel Water Bottle 0.55L

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

Thermavac[™], 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 Thermavac™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.









- Stainless Steel double wall Thermavac[™] 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

















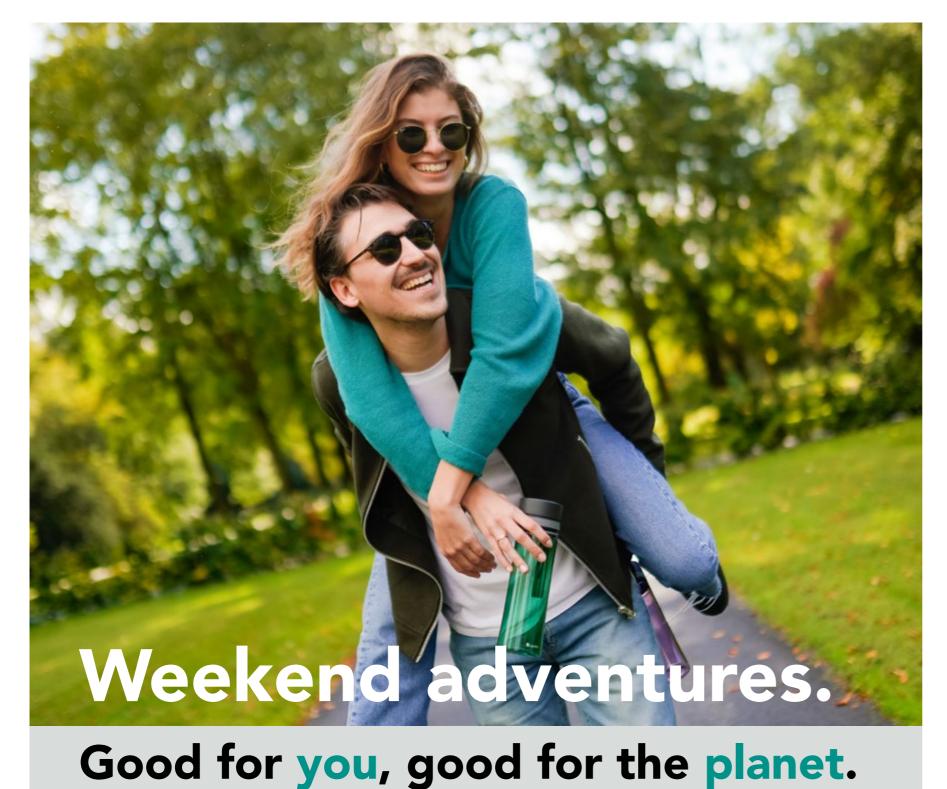












AveoCollection

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

















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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















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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.













- 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











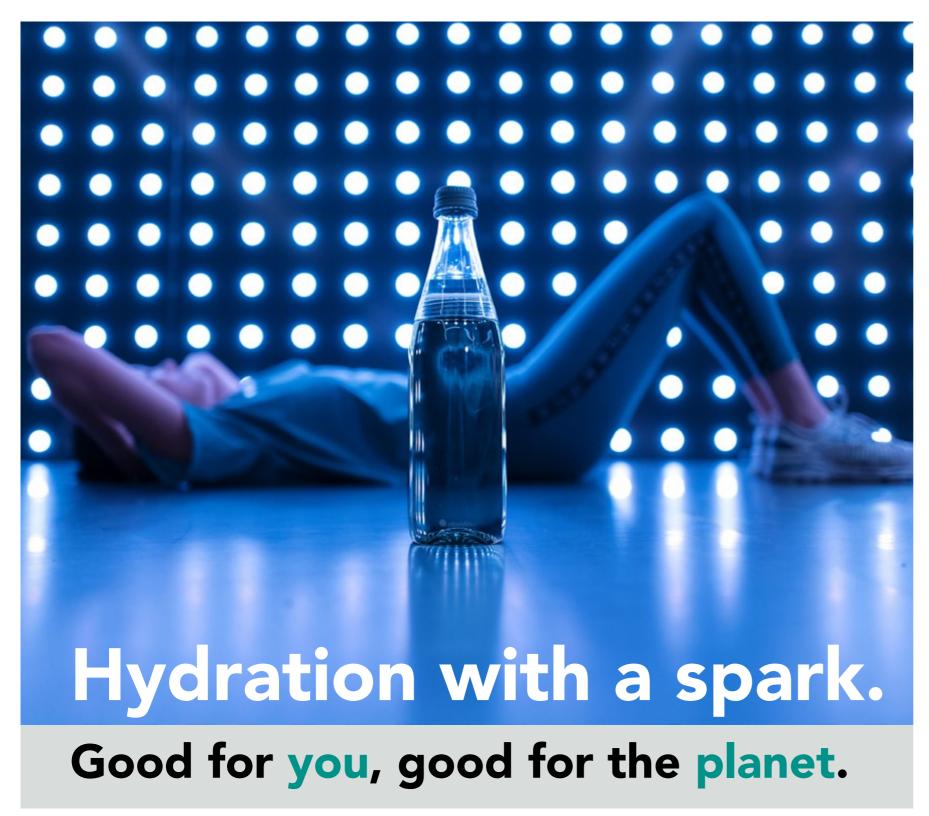






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Fresco Twist & Go

Water Bottle 0.7L

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

Unique two-way lid to easily add ice + clean

Leak proof 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









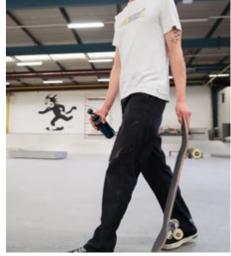
















Hydrate rig Good for you, good for the planet.

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 Thermavac™

Stainless Steel Water Bottle 0.6L

Introduction

 $\textbf{Lightweight Thermavac}^{^{\intercal}} \textbf{ insulated water}$ bottle with a single-handed push button lid to enjoy chilled water wherever you are.







Features

- Stainless Steel double wall Thermavac[™] 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

Introduction

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





Active Hydration Tracker Water Bottle 0.8L



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











Zoo Thermavac[™]

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 Thermavac[™] 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















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



Urban Thermavac[™]

Stainless Steel Travel Mug 0.35L

Introduction

Distinctive Thermavac $^{\mathsf{TM}}$ leak proof travel mugs that perfectly blend function and style.







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













Introduction

Distinctive Thermavac $^{\mathsf{TM}}$ leak proof travel mugs that perfectly blend function and style.







Features

- Stainless Steel double wall Thermavac™ 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



















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

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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.



Features

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











Introduction

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











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







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





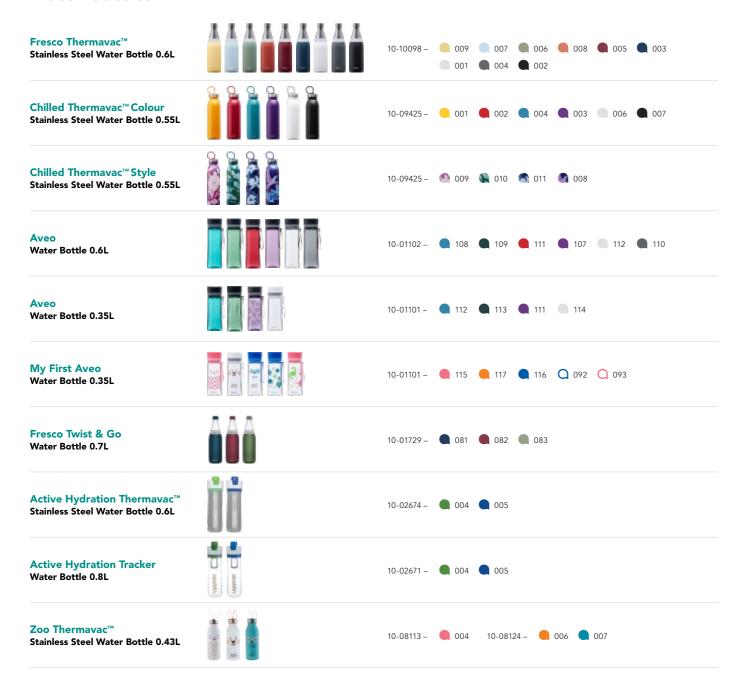




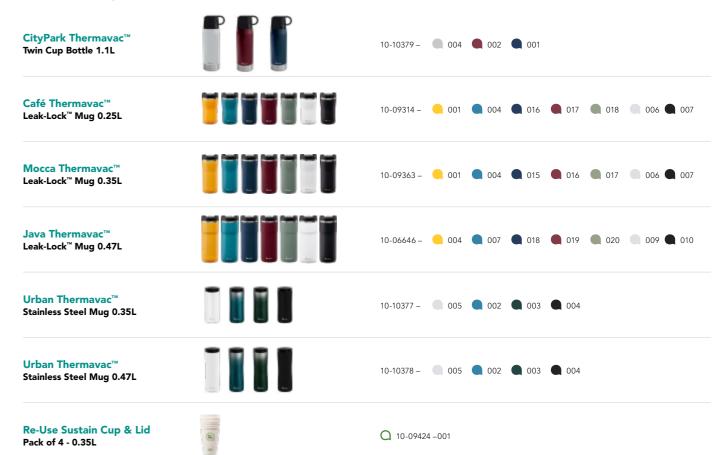




Water bottles



Travel mugs



Lunch boxes



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.









Red Dot Award 2017

Red Dot Award 2016

German Design Award 2015

Red Dot Award 2014





iF Product Design Award 2014



Table Cadeau Grand Prix 2013



German Design Award 2012



Kitchen Innovation Special Award 2010



DesignPlus



iF product design 2010



Red Dot Design Award 2010



iF material award

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.

Customise.

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



Good for you, good for the planet.







2010 2009



aladdin

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
- Bespoke solutions available on request



• 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.

or for in-store display

• Many options available for digital/online use; product

in several standard landscape or portrait dimensions

images, 360° gifs, product and lifestyle videos plus banners

• Banners for offline use available. Printable for offline media

Aladdin banners for online and offline use







aladdin.









good for the planet.

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



Café Thermavac™ Steel Mug



Mocca Thermavac™ Leak-Lock™ Stainless



Chilled Thermavac™ Stainless Steel Water Bottle Colour



Chilled Thermavac" Stainless Steel Water Bottle Style



CityPark Thermavac" Twin Cup Bottle



Re-Use Sustain Cup & Lid 4-Pack



Stainless Steel Water



Water Bottles



Stainless Steel Food Jar

Icon library

Aladdin product packaging uses icons to identify key product features.

BPA sustain. FREE promise BPA free Sustain promise Leakproof bottle Dishwasher safe Leak-Lock[™] Lid eCycle[®] \{\} | | | 100% RECYCLED BPA FREE Leakproof carbonated Two way lid Carbonated friendly eCycle Handwash only FOR AGES Flip lid Good for you, Fits under most Double wall For ages 3+ good for the planet espresso machines Leak proof mug Microwave safe Easy to keep lid Insulation Food safe **STAINLESS** STEEL Ø Twin Cup lid Vacuum insulated Leakproof box One-hand push button Stainless steel, no-rust steel 1-2-3 033 7 хФ 0/ Easy to keep lid Tracker dial Leakproof twist lid Easy to fill spout Hot 4h & cold 7h 9 3/ 0/* 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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For other countries please contact us at: info@aladdin-pmi.com

