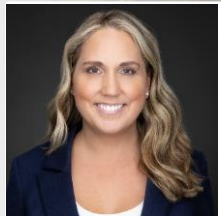




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**Drinkware Decoded:  
All About The Industry's Ever-Expanding Category**  
Mary Furto & Liz Haesler

## Presenters



**Mary Furto**  
VP of Marketing



**Liz Haesler**  
Chief Merchandising Officer



# AGENDA

**01** Drinkware Trends

**02** Product by Trend

**03** Drinkware Knowledge Center



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OF THE WAY™

01

# TRENDS

Drinkware



# DRINKWARE TRENDS

## Key Trends in Drinkware



Bigger is Better



Color



Powder Coating



Versatility



Vacuum-Insulated



Tech Integration



Eco-Friendly



Retail Brands



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# BIGGER IS BETTER

Fill less, drink more on-the-go.

## High-capacity drinkware



SM-6948  
Thor 40oz Eco-Friendly Straw  
Tumbler  
MOQ 50  
As low as \$9.99C



1603-15  
Pinnacle 40oz Vacuum Insulated  
Eco-Friendly Travel Tumbler with  
Straw  
MOQ 24  
As low as \$19.98C



1603-01  
Stanley Quencher H2.O  
FlowState™ Tumbler 40oz  
MOQ 24  
As low as \$50.00E



1600-30  
Vasco Copper Vacuum Insulated  
Water Jug 64oz  
MOQ 12  
As low as \$46.98C



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# COLOR

The desire for more color options lends to self-expression from mood to day-to-day

Make your brand stand out with color!



1602-01  
Silipint Original Silicon Pint Glass  
16oz  
MOQ 12  
As low as \$13.94E



1601-91  
Hydro Flask Standard Mouth 21oz Bottle  
with Flex Cap  
MOQ 24  
As low as \$37.00E



1603-04  
Stanley IceFlow™ Flip Straw  
Tumbler 20oz  
MOQ 24  
As low as \$40.00E



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# POWDER COATING

The finish elevates the surface of the drinkware piece, providing a sweat-free experience with a high-end look

## Powder Coating for a matte look



1600-54  
Klean Kanteen Eco Rise 16oz  
Tumbler  
MOQ 24  
As low as \$32.00E



1601-93  
Hydro Flask® Wide Mouth 20 oz  
Bottle with Flex Sip Lid™  
MOQ 24  
As low as \$37.00E



1600-41  
Klean Kanteen Eco Insulated  
Classic 20oz - Loop Cap  
MOQ 12  
As low as \$37.99E



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# VERSATILITY

Sip or chug, versatility in a drinkware piece offers more than one way to hydrate. These styles reduce the need for more than one piece, with simple lid swaps or adding a straw.

## More than one way to hydrate



SM-6908  
Lagom Insulated 16oz Stainless Steel Tumbler  
with Straw  
MOQ 75  
As low as \$6.99C



SM-6948  
Sherpa 11 oz Vacuum Tumbler & Insulator with  
Double-Walled Construction  
MOQ 50  
As low as \$9.79C



1628-88  
Arctic Zone® Titan Thermal HP® Slim Cooler 12oz  
MOQ 24  
As low as \$23.68C



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# VACUUM INSULATED

Vacuum insulation separates the interior of the bottle from the outside air, keeping beverages at a desired temperature for extended periods of time.

Performance drinkware to keep your beverages cold and hot longer



SM-6939  
Rover 14oz Vacuum Insulated Camp Mug  
MOQ 50  
As low as \$10.49C



SM-6946  
Faye 20oz Vacuum Tumbler w/ SS  
Straw  
MOQ 50  
As low as \$11.98C



1602-05  
Victor Recycled Vacuum Insulated  
Tumbler 20oz  
MOQ 48  
As low as \$14.97C



COMING SOON!  
Inventory  
ETA 1/22/24

Inventory ETA  
1/15/24



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*Integrating technology into drinkware will continue as we look to smart objects to support lifestyles. From counting hydration by ounce to keeping our beverages warm all day.*

## When smart features meet drinkware



1600-94  
HidrateSpark Pro 24oz - Chug Lid  
MOQ 12  
As low as \$79.99G



1600-92  
HidrateSpark PRO 20oz Tumbler  
MOQ 12  
As low as \$89.99G



1600-60  
Ember Temperature Control Smart Mug 10  
oz  
MOQ 12  
As low as \$159.98G



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# ECO-FRIENDLY

Materials such as FSC®-Certified bamboo lids and recycled stainless steel are a few ways drinkware products are contributing to the eco-friendly movement

## Environmental awareness, one sip at a time



SM-6020  
Chroma Recycled Acrylic Straw  
Tumbler 16oz  
MOQ 96  
As low as \$4.98C



SM-6924  
Sona 22oz RPET Reusable Bottle  
w/ FSC® 100% Bamboo Lid  
MOQ 125  
As low as \$4.39C



1602-06  
Mega Victor Recycled Vacuum  
Insulated Tumbler 30oz  
MOQ 48  
As low as \$17.47C



COMING SOON!  
Inventory  
ETA 1/22/24

COMING SOON!  
Inventory  
ETA 1/25/24



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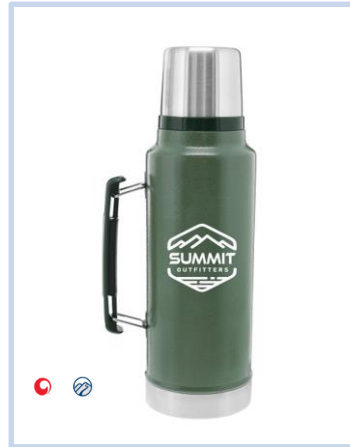
EVERY STEP OF THE WAY™

*With all the drinkware options available, many consumers lean towards brands they know and love. It is the reassurance of performance, features and a brand culture they associate with.*

## Retail Brands + Branded Items



1627-24  
CamelBak Copper Vacuum Insulated Stainless Steel 16 oz Tumbler  
MOQ 24  
As low as \$25.50E  
As low as \$25.50E  
Advertising Specialty Institute®



1603-14  
Stanley Legendary Classic Bottle 48 oz  
MOQ 24  
As low as \$50.00E



1601-97  
Hydro Flask® Wide Mouth 32oz Bottle with Flex Chug Cap  
MOQ 24  
As low as \$52.96E



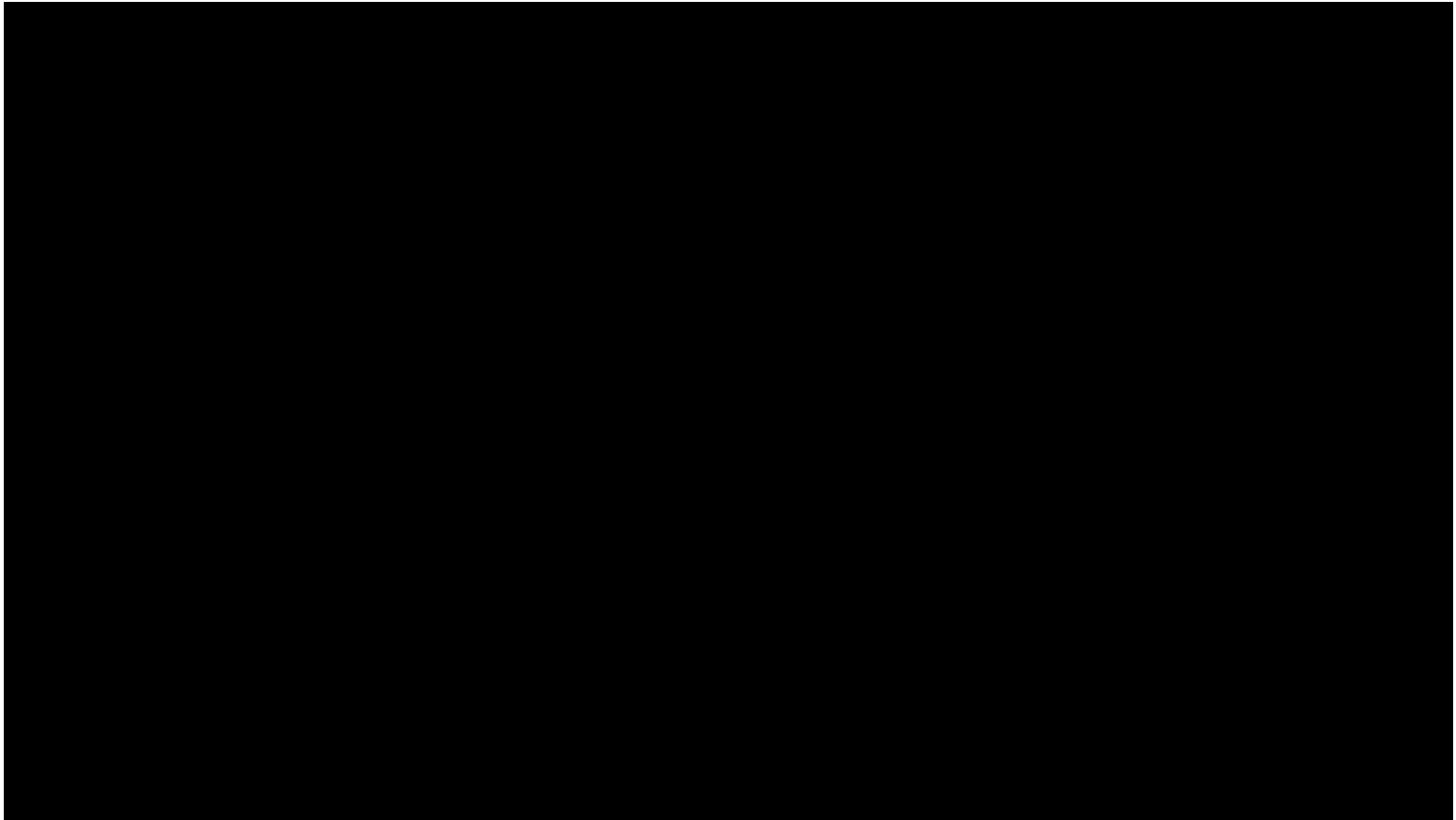
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02

# KNOWLEDGE CENTER

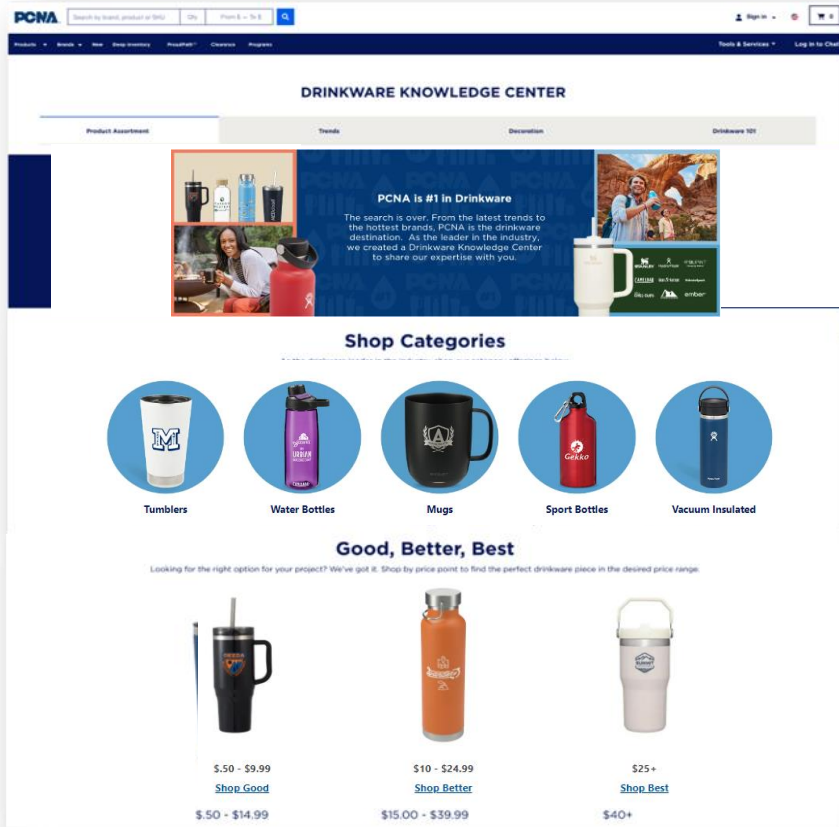
Distributor Education Tools





# DRINKWARE KNOWLEDGE CENTER

Shop by category, by trend, and learn more about key selling terms.



Drinkware Knowledge Center layout:

- Product Assortment
- Trends
- Decoration
- Drinkware 101

The Product Assortment Tab focuses on our offerings by category.

- Tumblers
- Water Bottles
- Mugs
- Sport Bottles
- Vacuum Insulated

Good, Better, Best

- Shop by price point
- Shop by product quality

EVERY STEP OF THE WAY™



Shop by category, by trend, and learn more about key selling terms.

The Trends Tab focuses on key trends in Drinkware:

- Bigger is Better
- Color
- Powder Coating
- Versatility
- Vacuum-Insulated
- Tech Integration
- Eco-Friendly
- Retail Brands

Learn more about the trend and shop by each trend

The screenshot shows the PCNA Drinkware Knowledge Center website. The 'Trends' tab is selected, displaying eight trend categories in a grid:

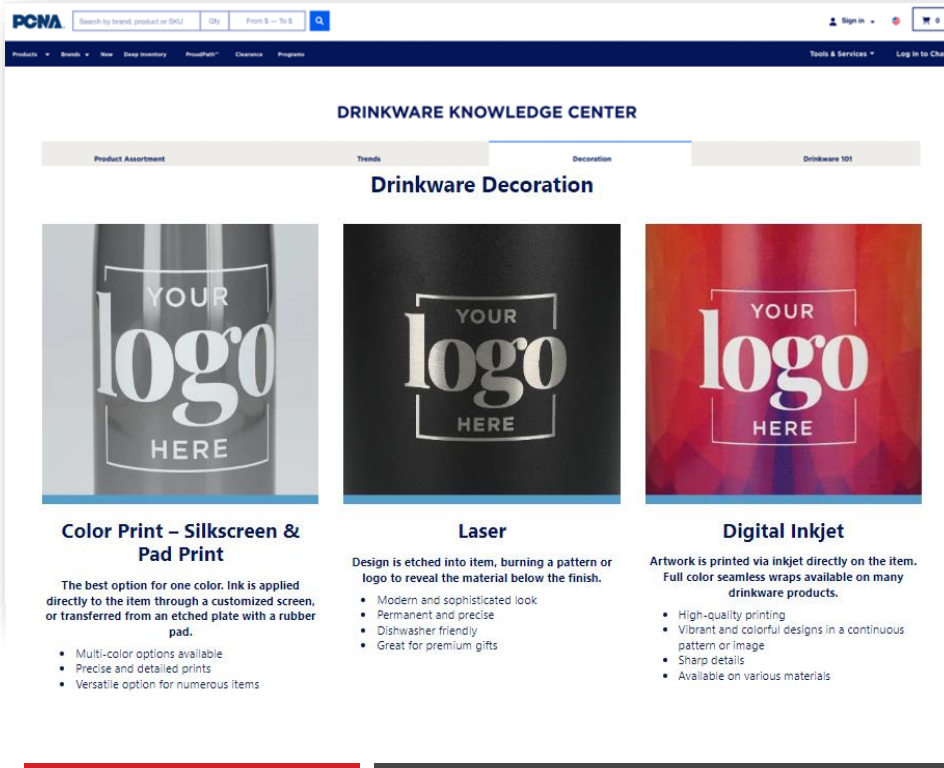
- Bigger Is Better:** Fill less, drink more on-the-go. High-capacity vessels focus on the importance of hydration throughout the day. [Shop Now](#)
- Color:** The desire for more color options lends to self-expression from mood to day-to-day style. A colorful drinkware piece is an extension of one will approach the day ahead. [Shop Now](#)
- Powder Coating:** The finish elevates the surface of the drinkware piece, providing a sweet-free experience with a high-end look. [Shop Now](#)
- Versatility:** Sip or chug, versatility in a drinkware piece offers more than one way to hydrate. These styles reduce the need for more than one piece, with simple lid swaps or adding a straw. [Shop Now](#)
- Vacuum-Insulated:** Vacuum Insulation separates the interior of the bottle from the outside air, keeping beverages at a desired temperature for extended periods of time. [Shop Now](#)
- Tech Integration:** Integrating technology into drinkware will continue as we look to smart objects to support lifestyles. From counting hydration by ounce to keeping our mugs warm all day. [Shop Now](#)
- Eco-Friendly:** Materials such as FSC®-Certified bamboo lids and recycled stainless steel are a few ways drinkware products are contributing to the eco-friendly movement. [Shop Now](#)
- Retail Brands:** With all the drinkware options available, many consumers lean towards brands they know and love. It is the reassurance of performance, features, and a brand culture they associate with. [Shop Now](#)



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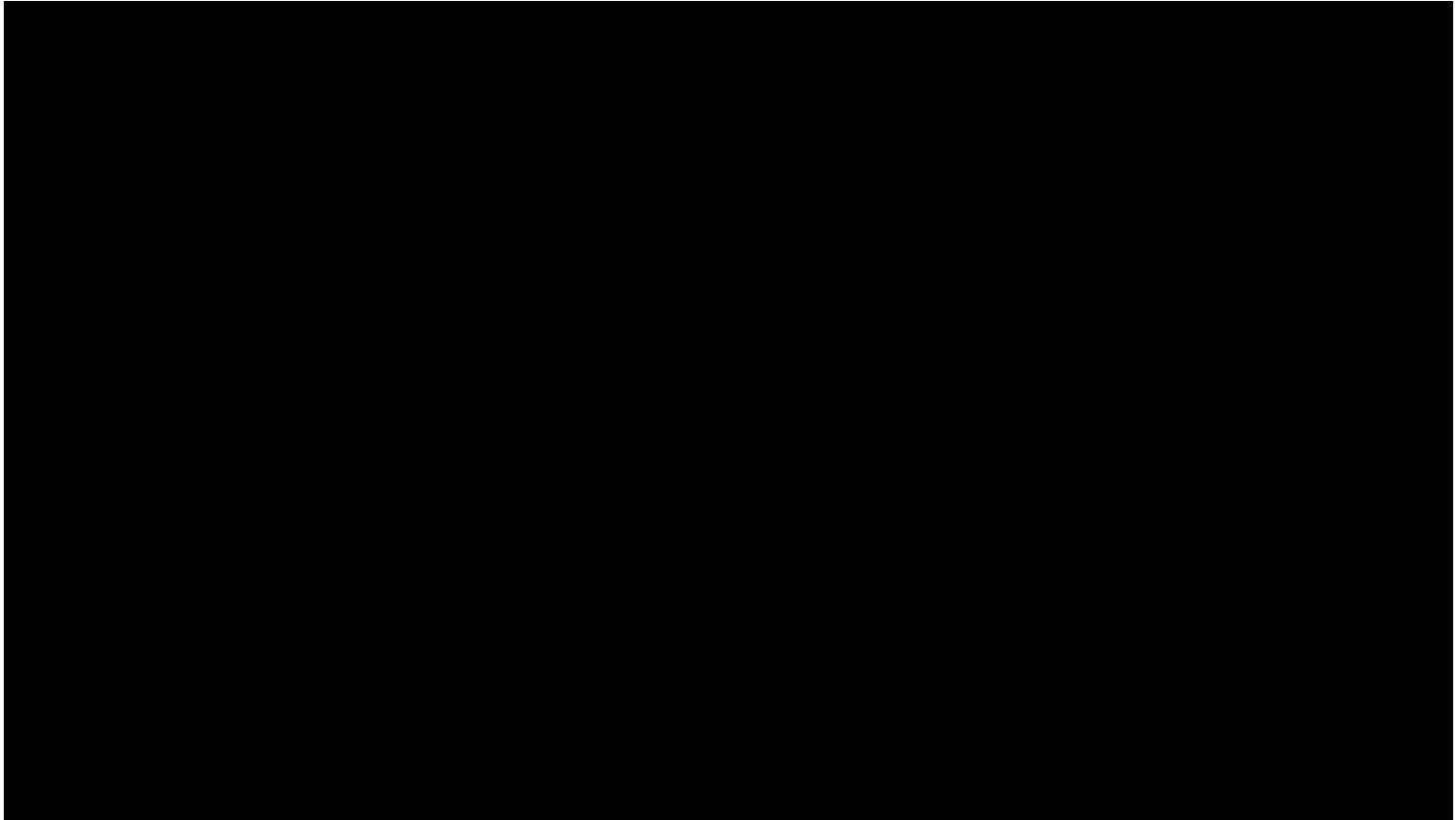
Shop by category, by trend, and learn more about key selling terms.

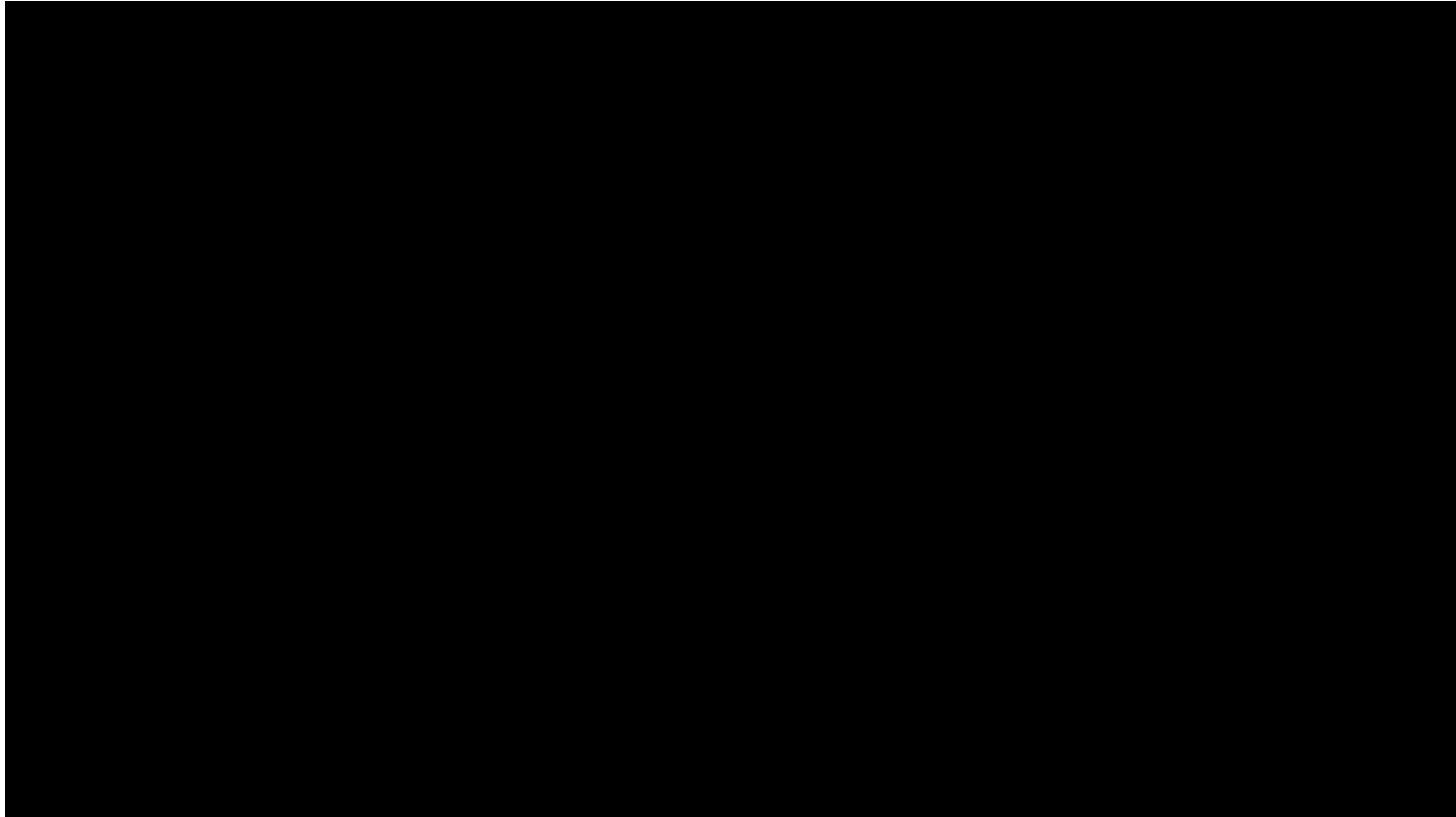


The Decoration Tab focuses on our key decoration methods on Drinkware:

- Pad Print
- Color Print (Silkscreen)
- Digital Inkjet
- Laser

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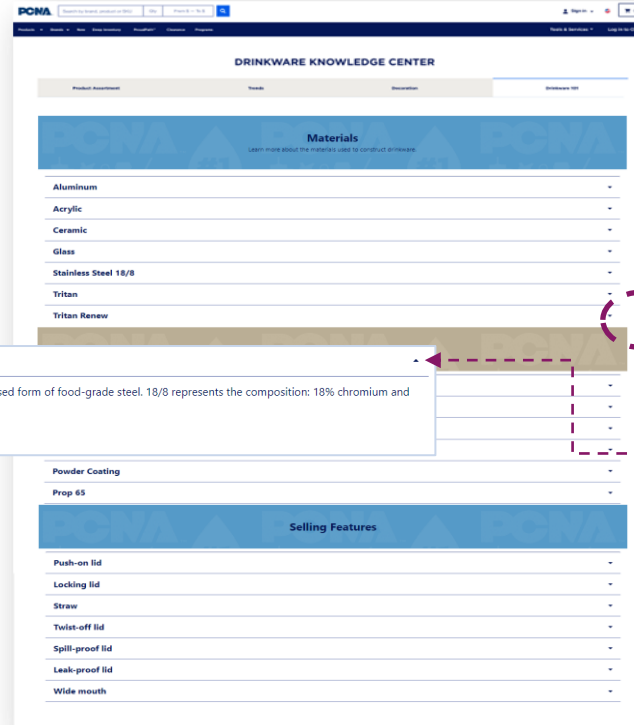


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- Eco-Friendly
- Retail Brands



**Stainless Steel 18/8**  
also known as 304 grade, 18/8 steel is the most widely used form of food-grade steel. 18/8 represents the composition: 18% chromium and 8% nickel.

COMING SOON: Product suggestions for each Drinkware term or selling feature.



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# Stop and see us!

## ASI Booth #807



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# Q&A



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