

2020  
Collection



Hey, we're going your way

**aladdin**®

- 6 **NEW** 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, green 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.

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



#### Innovation

Icon products that  
connect you to life in  
the city.



#### 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.



#### Quality

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



#### 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.



**Hot and Cold**  
Thermovac™ vacuum insulation keeps drinks hot or cold for hours.



**Stainless steel**  
Naturally BPA free no-rust steel.



**Dishwasher safe**  
Designed so these cups are easy to keep clean.



**Car cup or bike friendly**  
Fits car, bike cup holders and laptop bags.



**Powder coated**  
Easy grip extremely durable powder coating.



**100% Leakproof**  
Locks in flavour without spilling a drop.



**Leak-Lock™**  
Double lock Leak-Lock™ lid.



**Drinking experience**  
Polished steel rim to enjoy as a cup without lid.

**Barista Collection**



**Café**  
0.25L

**Mocca**  
0.35L

**Java**  
0.47L

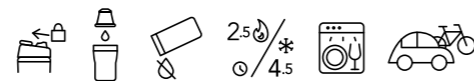
aladdin.



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

0.25L

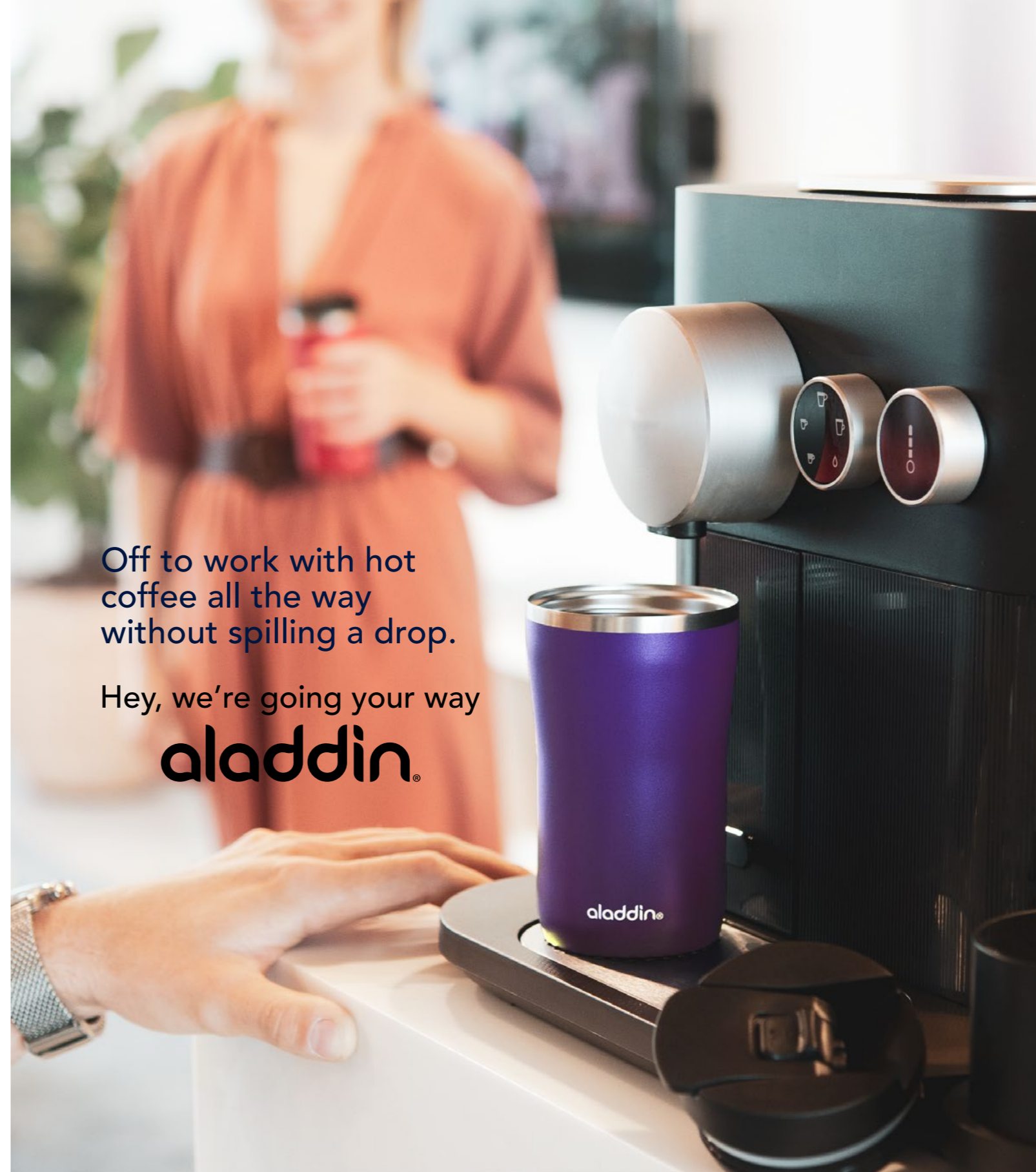
The perfect Thermovac™ insulated mug to enjoy your home and office-made espresso based drinks that doesn't spill a drop and keeps your drink hot or cold for hours.



**Product Features:**

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

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

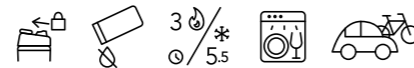
**aladdin.**

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:**

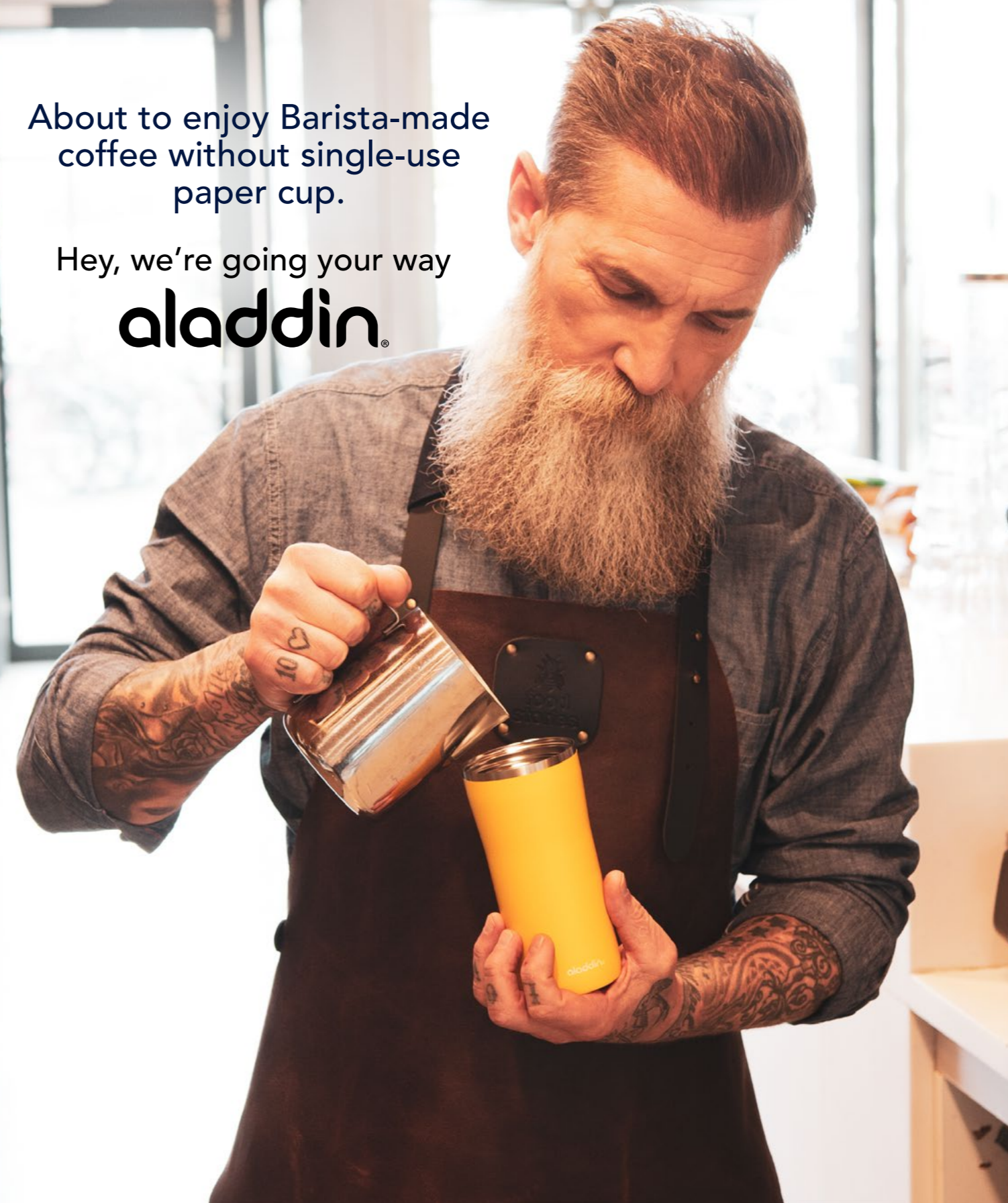
- Stainless Steel double wall Thermovac™ compact vacuum insulation, 3 hot & 5.5h+\* cold
- Leak-Lock™ technology; leakproof flip lid with locking slider
- Easy-grip durable powder coating
- Signature polished steel rim to enjoy as a cup without lid
- Car, bike cup holders and laptop bags friendly
- Dishwasher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

10-09363 - 001 002 003 004 005 007 006

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

Hey, we're going your way

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# Java Mug

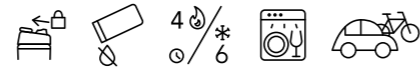
aladdin.



**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.

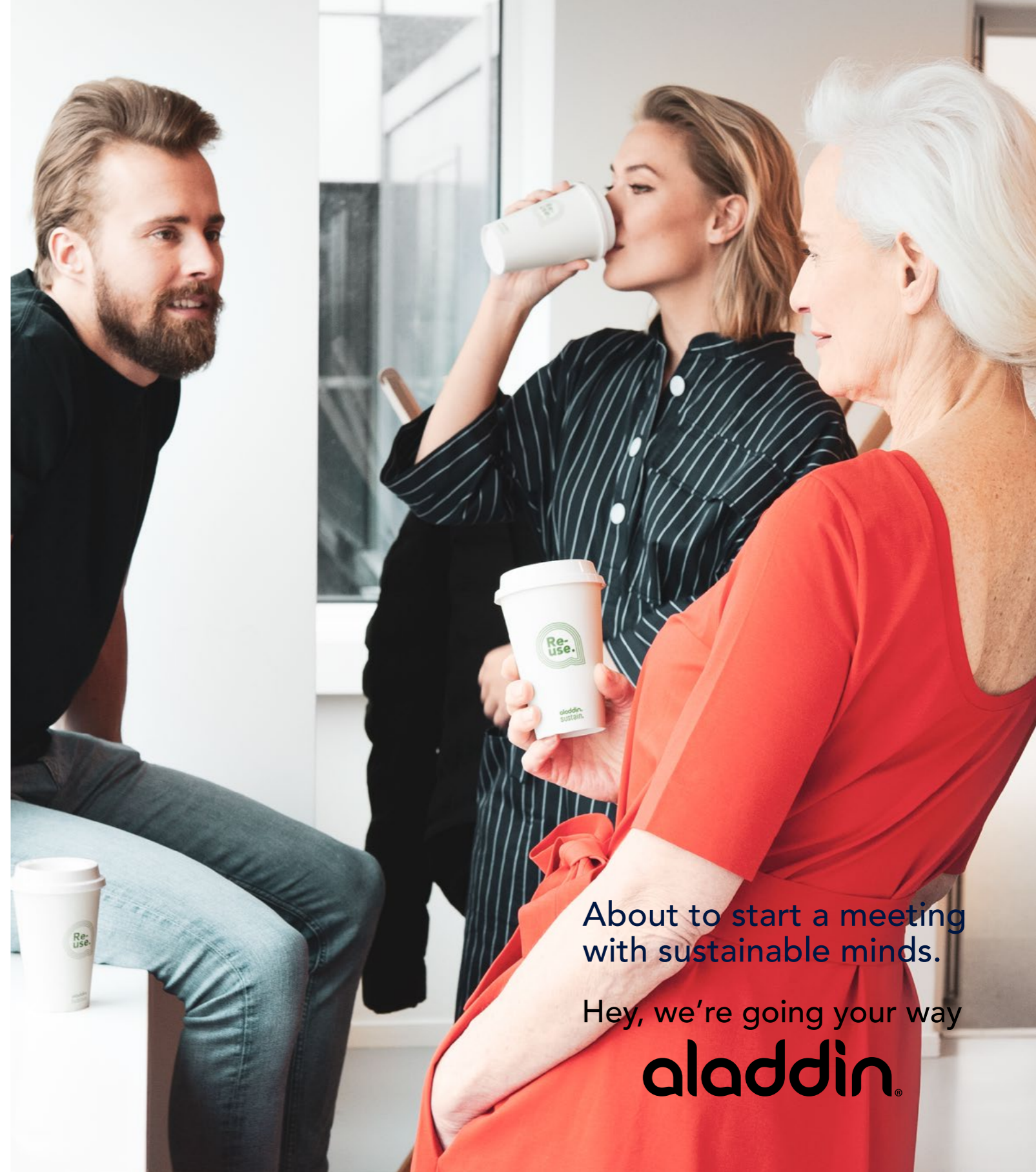


**Product Features:**

- 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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# Chilled Water Bottle

aladdin.



## 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.

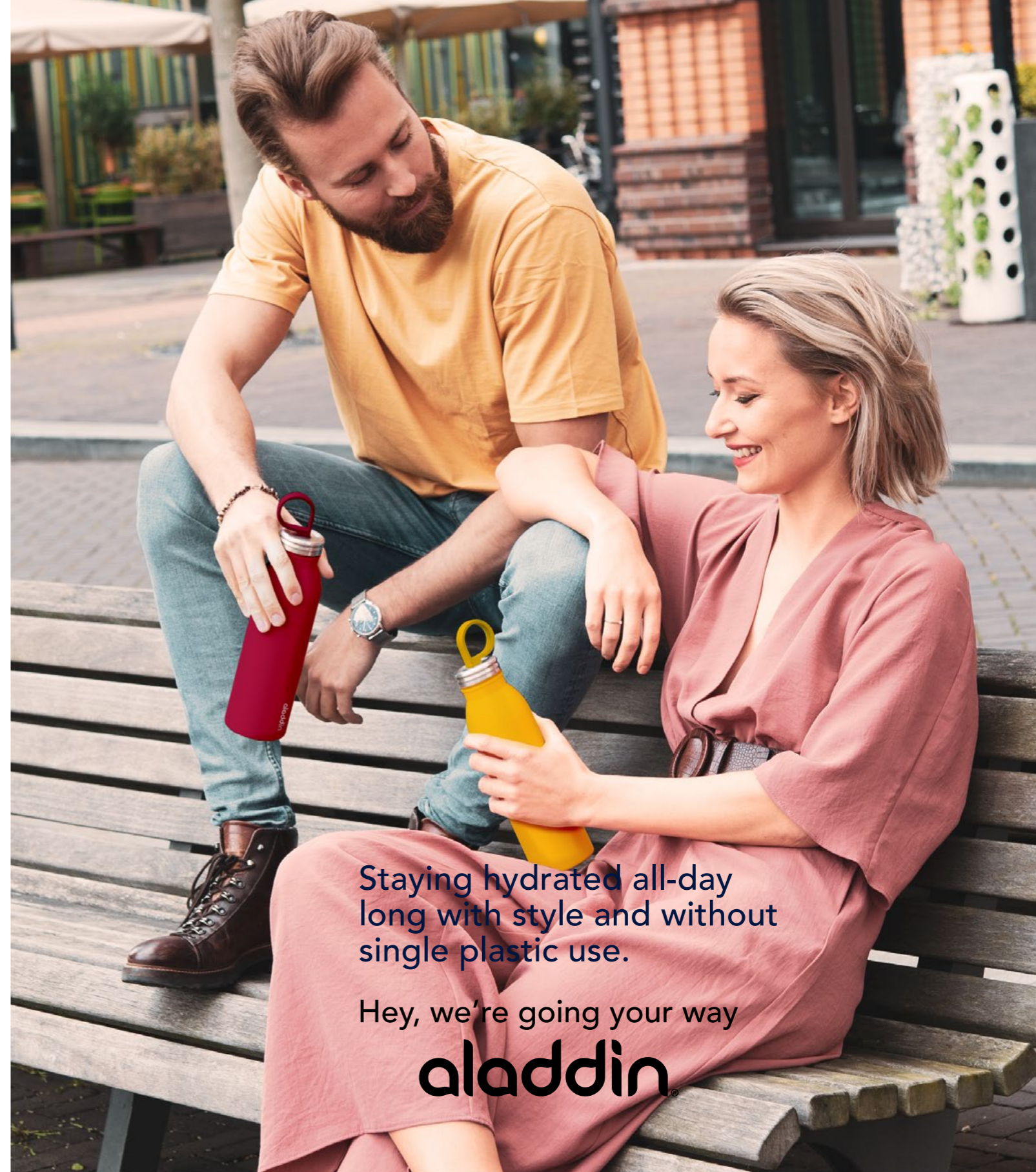


### Product Features:

- 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

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Enjoying a great coffee without spilling a drop.

Hey, we're going your way

aladdin®



10-06632 - 006 013 003 004 002 001



Assorted pack on CDU tray  
10-06632-005



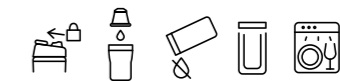
aladdin®



**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





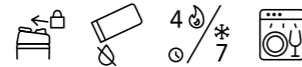
**Leak-Lock™**  
Don't spill a drop.



**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

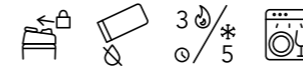


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**Leak-Lock Thermovac™**  
**Stainless Steel Mug**

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

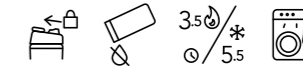


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**Leak-Lock Thermovac™**  
**Stainless Steel Mug**

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



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

Hey, we're going your way

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**Zoo Thermovac™**  
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 Thermovac™ vacuum insulation, 7h\* cold
- Soft silicon fingerloop
- Leakproof
- Smooth drinking spout
- Wide mouth opening for easy fill and cleaning
- BPA free





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

### 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



10-01101 - ■ 060 ■ 060 ■ 087 ■ 086 ■ 088 ■ 089

### 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 -  
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### 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 -  
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### 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



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10-01785 -



### 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



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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

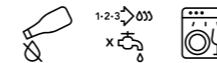


10-02671 - 004 005 006 003

### 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





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

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10-06638 -  002  001

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**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 -  
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### 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 -  
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### 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 -  
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## 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



Café Thermovac Leak-Lock™ Stainless Steel Mug



Mocca Thermovac Leak-Lock™ Stainless Steel Mug



Re-Use Sustain Cup & Lid 4-Pack



Chilled Thermovac™ Stainless Steel Water Bottle



Zoo Thermovac™ Stainless Steel Water Bottle



Latte Leak-Lock™ Stainless Steel Mug



Aveo Water Bottle City Series - Amsterdam



Aveo Water Bottle City Series - Paris



Aveo Water Bottle City Series - London



Fresco Twist & Go Thermovac™ Stainless Steel Water Bottle



Active Hydration Thermovac™ Stainless Steel Water Bottle



Easy-Grip Leak-Lock™ Stainless Steel Mug

### Authorised Retailer Sticker



### Shelf Cover Kit



## Aladdin model 192 Retail Display

Planogram examples



Barista Collection



Chilled Thermovac™




Hydration




Spring & Summer


### 2020 New Products

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

 10-09314 – ■ 001 ■ 002 ■ 003 ■ 004 ■ 005 ■ 007 ■ 006 page 8


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

 10-09363 – ■ 001 ■ 002 ■ 003 ■ 004 ■ 005 ■ 007 ■ 006 page 10


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

 10-06646 – ■ 004 ■ 005 ■ 006 ■ 007 ■ 008 ■ 010 ■ 009 page 12

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

 10-09424 – ■ 001 page 14

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

 10-09425 – ■ 001 ■ 002 ■ 003 ■ 004 ■ 006 page 16

### Hot Collection

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

 10-06632 – ■ 006 ■ 013 ■ 003 ■ 004 ■ 002 ■ 001 page 19

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- Easy-Grip Leak-Lock™ Stainless Steel Mug 0.47L**  

 10-02679 – ■ 009 ■ 010 ■ 008 ■ 007 page 20

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- Leak-Lock Thermovac™ Stainless Steel Mug 0.35L**  


 10-08542 – ■ 001 ■ 002 ■ 003 ■ 004 ■ 005 page 21

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

 10-08543 – ■ 001 ■ 002 ■ 003 ■ 004 ■ 005 page 21


### Hydration Collection

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

 10-08113 – ■ 004 ■ 003 ■ 007 ■ 006 page 23


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- Aveo Water Bottle 0.6L**  

 10-01102 – ■ 077 ■ 078 ■ 076 ■ 079 ■ 080 ■ 083 ■ 085 ■ 084 page 24


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- Aveo Water Bottle 0.35L**  

 10-01101 – ■ 089 ■ 088 ■ 086 ■ 087 ■ 090 ■ 092 ■ 093 page 25


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- Fresco Twist & Go Thermovac™ Stainless Steel Water Bottle 0.6L**  

 10-02863 – ■ 005 ■ 006 ■ 007 ■ 004 page 26


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- Fresco Twist & Go Water Bottle 0.7L**  

 10-01729 – ■ 071 ■ 069 ■ 070 ■ 068 page 26


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- Infuse Water Bottle 0.7L**  

 10-01785 – ■ 051 ■ 049 ■ 050 ■ 048 page 27


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- Zoo Flip & Sip Water Bottle 0.43L**  

 10-08541 – ■ 001 ■ 002 ■ 003 page 27


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

 10-02674 – ■ 004 ■ 005 ■ 006 ■ 003 page 28


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- Active Hydration Tracker Water Bottle 0.8L**  

 10-02671 – ■ 004 ■ 005 ■ 006 ■ 003 page 29


### Food Collection

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

 10-06638 – ■ 002 ■ 001 page 31


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- Easy-Keep Lid Lunch Box 1.2L**  

 10-02120 – ■ 009 ■ 011 page 32













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- Easy-Keep Lid Lunch Box 0.7L**  

 10-02086 – ■ 009 ■ 011 page 32

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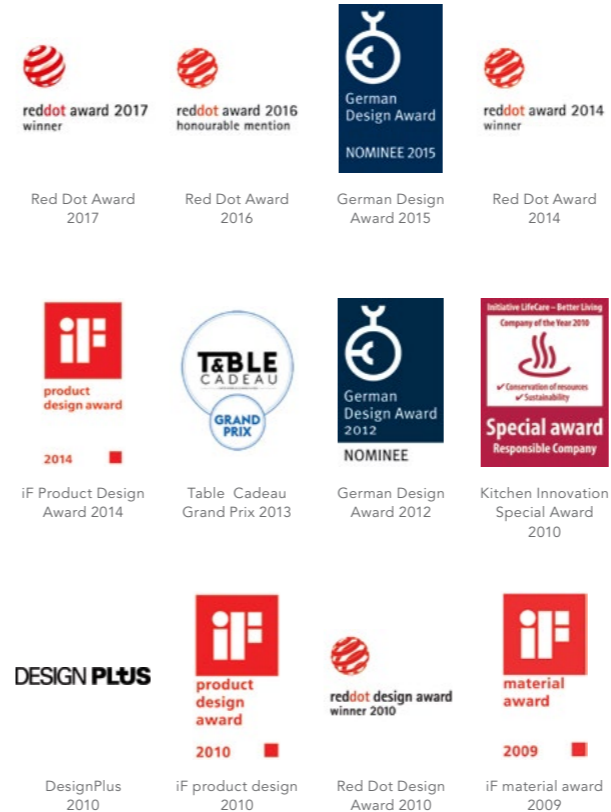
- Bento Lunch Box 0.6L**  

 10-01134 – ■ 054 ■ 052 page 33

## Merchandising

Aladdin Cut-out POS		10-06784-009	w 180 h 280 Café Thermovac Leak-Lock™ Stainless Steel Mug	page 34
Aladdin Cut-out POS		10-06784-010	w 180 h 280 Mocca Thermovac 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 Thermovac™ Stainless Steel Water Bottle	page 34
Aladdin Cut-out POS		10-06784-007	w 180 h 280 Zoo Thermovac™ 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 Thermovac™ SS Water Bottle Active Hydration Thermovac™ 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.

Icons

	<b>BPA FREE</b> BPA free			
				
				
				
				<b>STAINLESS STEEL</b> Stainless steel, no-rust steel
				
				

\*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.**





aladdin®

A BRAND OF PMI

f Instagram Twitter AladdinEurope

[www.aladdin-pmi.com](http://www.aladdin-pmi.com)

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and the planet  
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sustain.  
promise