



Good for you, good for the planet.



2021/2022

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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.

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 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 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.

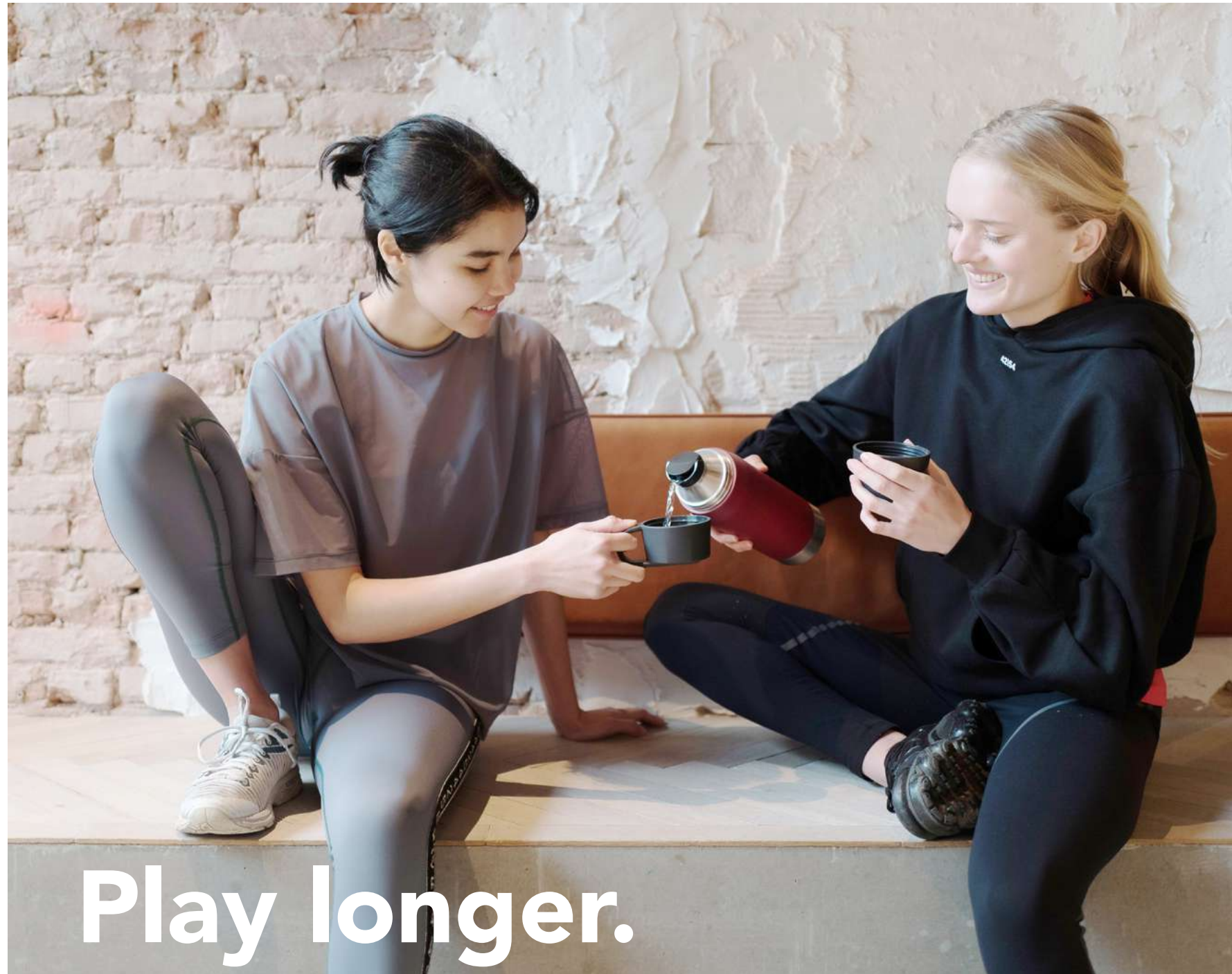
We believe in exceeding consumer expectations with every detail, including sustainable packaging, durable finishes, and elevated graphics. Our on-the-go water bottles and travel mugs are truly designed to function as good as they look.

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





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

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 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

1
2

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 – 002 001 004 003





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

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.

sustain.
promise



2.5h
4.5h



BPA FREE

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



10-09314 – 001 004 016 017 018 006 007

Mocca Thermavac™ Leak-Lock™ Mug 0.35L

Introduction
Compact and handy Thermavac™ insulated mug to enjoy your favourite medium sized drinks without spilling a drop and that keeps your drink hot or cold for hours.

sustain.
promise



BPA FREE

- 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



10-09363 – 001 004 015 016 017 006 007



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™ vacuum insulation, keeps larger drinks hot and cold for hours.



Features

- 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



10-06646 – 004 007 018 019 020 009 010



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 Thermavac™ Stainless Steel Travel Mug 0.35L

Introduction
Distinctive Thermavac™ leak proof travel mugs that perfectly blend function and style.



- Features**
- 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



10-10377 - 005 004 002 003

Urban Thermavac™ Stainless Steel Travel Mug 0.47L

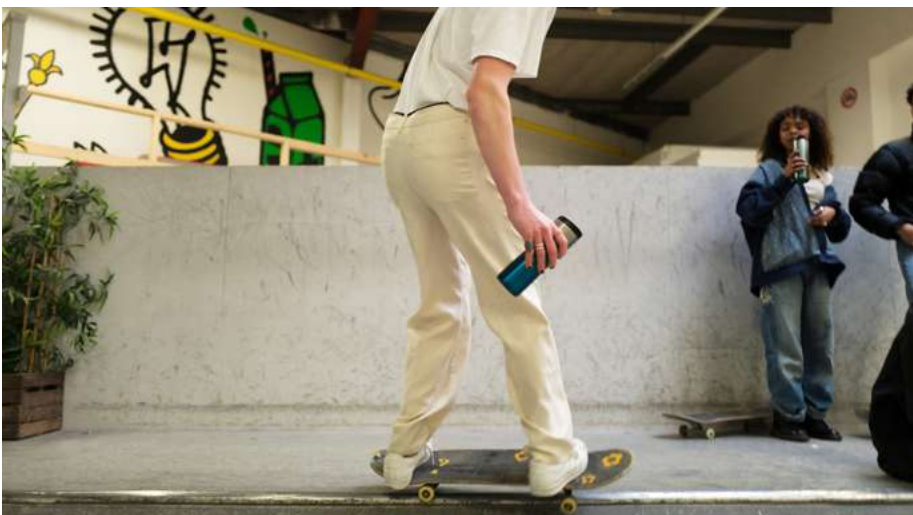
Introduction
Distinctive Thermavac™ leak proof travel mugs that perfectly blend function and style.



- 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



10-10378 - 005 004 002 003



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





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 Thermavac™ Stainless Steel Water Bottle 0.6L

Introduction
Stylish water bottle without compromises. Thermavac™ 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 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



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





Colour.

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

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 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 – 001 002 004 003 006 007





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





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 0.6L

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



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





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

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.

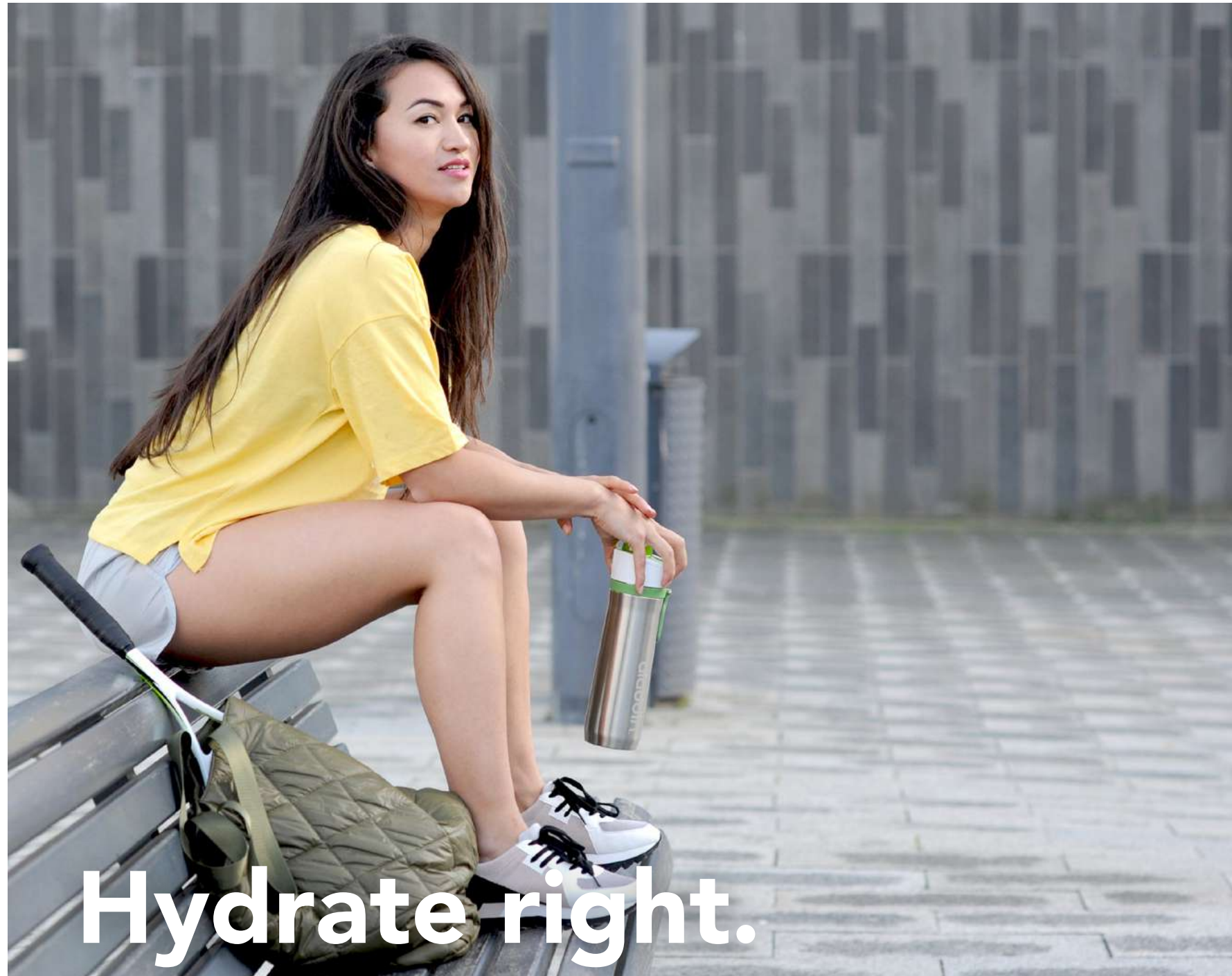


- Features**
- Carbonated beverage friendly
 - Two-way leakproof lid for easy ice filling and clean
 - Smooth drinking spout
 - Dishwasher safe
 - BPA free, EU-tested safe



10-01729 – 082 081 083





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 Thermavac™ Stainless Steel Water Bottle 0.6L

Introduction

Lightweight Thermavac™ 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

10-02674 - 004 005



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 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

10-08113 – 004 10-08124 – 006 007





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

Lunch boxes Collections

Aladdin 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



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.



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



10-02086 – 009 011

10-02120 – 009 011



Travel mugs

CityPark Thermovac™
Twin Cup Bottle 1.1L



10-10379 – 002 001 004 003

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

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

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



 10-09424 –001

Lunch boxes

Bistro Thermovac™
Stainless Steel Food Jar 0.4L



10-10495 – 002 001 005 003 004

Easy-Keep Lid
Lunch Box 0.7L



10-02086 – 009 011

Easy-Keep Lid
Lunch Box 1.2L



10-02120 – 009 011

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

Fresco Twist & Go
Water Bottle 0.7L



10-01729 – 082 081 083

Active Hydration Thermovac™
Stainless Steel Water Bottle 0.6L



10-02674 – 004 005

Active Hydration Tracker
Water Bottle 0.8L



10-02671 – 004 005

Zoo Thermovac™
Stainless Steel Water Bottle 0.43L



10-08113 – 004 10-08124 – 006 007

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 Thermavac™ Twin Cup Bottle 1.1L



10-10516-001

Stopper - Graphite Grey

Suitable for:
CityPark Thermavac™ Twin Cup Bottle 1.1L



10-10464-001

Leakproof Lid - Lava Black

Suitable for:
Espresso Stainless Steel Mug 0.25L
Urban Thermavac™ Stainless Steel Mug 0.35L
Urban Thermavac™ 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 Thermavac™ Stainless Steel Water Bottle 0.6L



10-10103-001

Lid - Stone Grey

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



10-10106-001

Leakproof Lid Set (Spout + Lid) - Graphite Grey

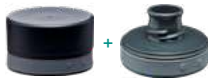
Suitable for:
Aveo 0.35L Collection



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:
Active Hydration Thermavac™ Stainless Steel Water Bottle 0.6L
Active Hydration Tracker Water Bottle 0.8L



10-10105-001

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



DesignPlus
2010



product
design
award

2010

iF product design
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



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

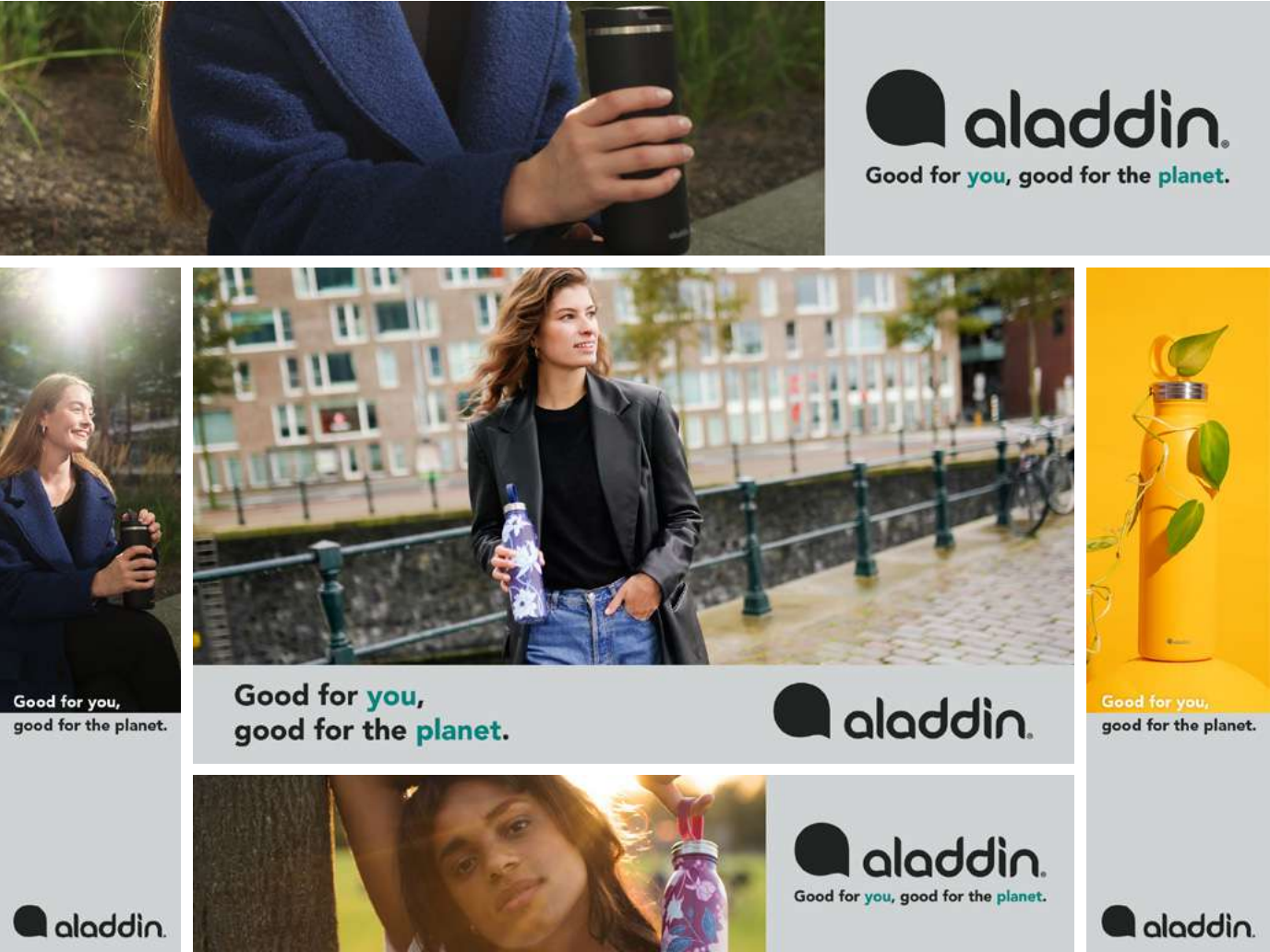
- Drives conversion and sales
- Improves purchasing experience
- Helps feature and demonstrate products
- Supports a consistent Brand messaging and drives awareness
- Bespoke solutions available on request

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

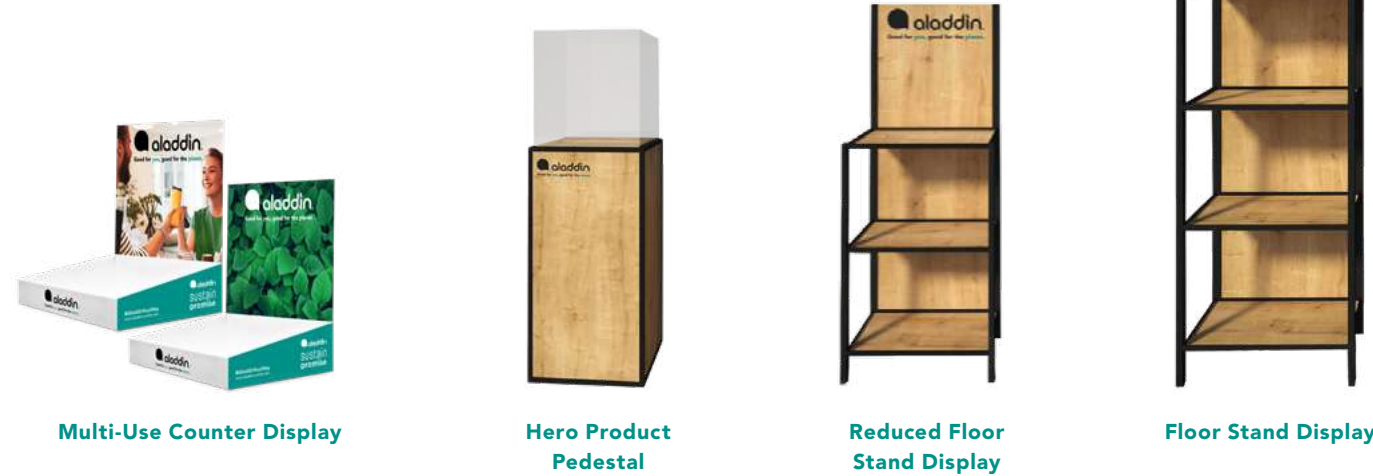
Please contact your account manager for further details.

Aladdin banners for online and offline use

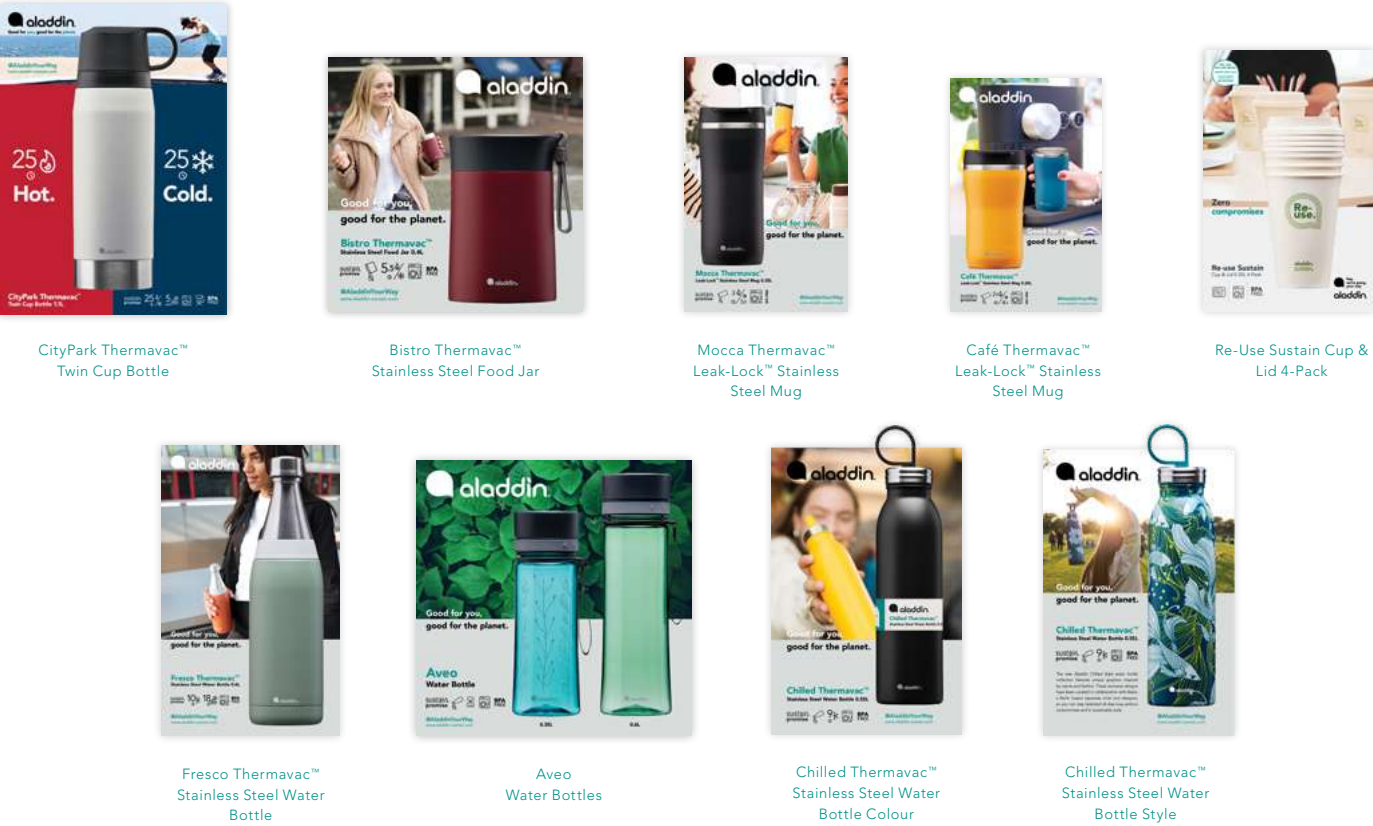


Omnichannel assets

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 3+



Leak proof mug



Microwave safe



Easy to keep lid



Insulation



Food safe



Twin Cup lid



Vacuum insulated



Leakproof box



One-hand push button
lid



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.

Authorised Aladdin EMEA distributors

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