

STANLEY

2022 Emea

CONTENT

- **04** Quick-Flip Water Bottles
- **12** The Flip Straw Water Bottle
- **14** New Colour: Hammertone Ice
- **18** The Legendary Classic Lunchbox
- 20 The Useful Classic Box
- 28 Neverleak[™]
- **32** Classic Series
- 36 GO Series
- 38 Adventure Series
- 42 Promotional Gear
- 43 Retail Support
- 44 Custom Print Program
- 45 Distributors List

BUILT FOR LIFE"

Way back in 1913, William Stanley, Jr. invented the world's first all-steel, vacuum-insulated bottle. Workdays and getaways, near and far, would never be the same.

His legacy continues today in everything we engineer. Water bottles with flip-up straws. Travel mugs that fit neatly into car cupholders. Food jars with integrated sporks. Even high-performance cook sets.

With William Stanley, Jr.'s spirit of innovation and quality driving us, we look forward to taking you to exciting, new places. Season after season.





THE QUICK-FLIP WATER BOTTLES

The Stanley Quick-Flip Water Bottle is now available in the bigger 1.06 L size. Designed with a push button to flip-open the leakproof lid, the larger mouth opening gives you the flow speed that you need. Thanks to the steel latch that holds the top extra tight, it can be safely packed in any bag without a worry. Manufactured using 18/8 stainless steel, this bottle can take a beating and is BPAfree - so your drink stays safe to consume.



18/8 STAINLESS STEEL DOUBLE-WALL VACUUM INSULATION



DISHWASHER SAFE

THE QUICK-FLIP WATER BOTTLE

- Double-wall vacuum insulation, 18/8 stainless steel
- Quick-flip, push-button lic drinking access
- Packable, leakproof locking lid
- Two-stage lid for easy cleaning a adding ice
- Dishwasher safe

1.06 L / 36 OZ



10-09150-06. 10-09150-06. 10-09150-06. 10-09150-06. 10-09150-06. 10-09150-06.







THE QUICK-FLIP WATER BOTTLE

- Double-wall vacuum insulation, 18/8 stainless steel
- Quick-flip, push-button lid for easy drinking access
- Packable, leakproof locking lid
- Two-stage lid for easy cleaning and adding ice
- Car-cup compatible
- Dishwasher safe

0.7 L / 24 OZ

POLAR CHARCOAL LAGOON SAFFRON

CITRON SHALE ABYSS

0.47 L / 16 OZ 07 COLD 30 HRS



10-09148-024 10-09148-025 10-09148-026 10-09148-027 10-09148-071 10-09148-072 10-09148-073

12 HRS 40 HRS $\begin{array}{c} 10\mbox{-}09149\mbox{-}029\\ 10\mbox{-}09149\mbox{-}030\\ 10\mbox{-}09149\mbox{-}031\\ 10\mbox{-}09149\mbox{-}092\\ 10\mbox{-}09149\mbox{-}093\\ 10\mbox{-}09149\mbox{-}094\\ \end{array}$











THE FLIP STRAW WATER BOTTLE

Stay hydrated wherever the day takes you. Our new collection-available in multiple colors-is up to the task. The built-in straw flips up for sipping on-the-go while Stanley's legendary vacuum insulation keeps water ice-cold for hours and hours. We even added a rotating handle for easy carrying.



18/8 STAINLESS STEEL DOUBLE-WALL VACUUM INSULATION



DISHWASHER SAFE

BUILT LIFETIME





THE ICEFLOW" FLIP STRAW WATER BOTTLE

- 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- Leakproof flip straw
- Easy-to-carry handle
- Dishwasher safe

.65 L / 22 OZ

POLAR CHARCOAL LAGOON SAFFRON

10-09697-007 10-09697-008 10-09697-009 10-09697-010





INTRODUCING A NEW COLOUR: HAMMERTONE ICE

Who would have thought Hammertone Green would find a match in being the most beautiful color? What about Hammertone Ice? The color made its first appearance on a few of our favorite travel mugs. Due to the enormous success we've added this icy color to some of our most legendary silhouettes. Keep things hot with Hammertone Ice.



18/8 STAINLESS STEEL DOUBLE-WALL VACUUM INSULATION



DISHWASHER SAFE

BUILT LIFETIME







THE LEGENDARY **CLASSIC BOTTLE**

- 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- Leakproof + packable
- Insulated lid doubles as cups
- Dishwasher safe

1.0 L / 1.1 QT



ONE ICE

STANLEY.

10-08266-017 10-08266-033

THE TRIGGER-ACTION **TRAVEL MUG**

- 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- Easy-push-button lid lets you open, drink, close with one hand
- Slimmer design for small capacities
- Leakproof + packable
- Easy-clean lid, dishwasher safe

0.35 L / 12 OZ

05 HRS 06 HRS 26 HRS

 HAMMERTONE GREEN MATTE BLACK PEBBLE
 10-09848-006

 POLAR
 10-09848-007

 NIGHTFALL
 10-09848-008

 WINE
 10-09848-009

 WINE
 10-09848-010

 HAMMERTONE ICE
 10-09848-048

.16

STANLEY



THE LEGENDARY **CAMP MUG**

- ▶ 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- ► Tritan[™] drink-through lid
- Dishwasher safe

0.35 L / 12 OZ

1.5 HRS	03 HRS	15 HRS
		00266 005

IATTE BLACK PEBBLE HAMMERTONE ICE 10-09366-096





THE LEGENDARY CLASSIC LUNCHBOX

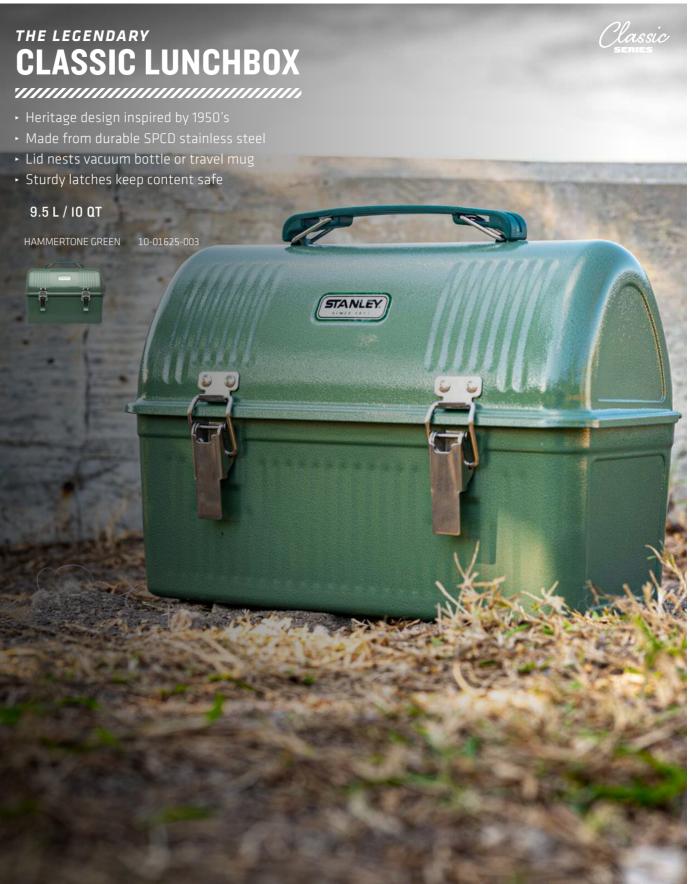
As far as vintage lunch boxes go, this one's a real classic. Timeless design. Durable construction. And enough room to hold all your food (lunch, snack, second snack and more). There's even a metal bracket just inside the lid that can keep your fullsize Stanley Vacuum Bottle (up to 0.75L) or Stanley Travel Mug secure.





BUILT LIFETIME

THE LEGENDARY





INTRODUCING THE USEFUL **CLASSIC BOX**

Pack the essentials that keep you going. This useful box helps to bring along your sandwiches, gear, personal belongings or anything else you can't live without on-thego. Or simply use it as a storage box at the house to bring home your outdoor vibes. This new family member's design is inspired by our 1950's style classic lunch box. It features sturdy latches to keep the lid locked, is dishwasher safe and comes in the Stanley quality you want.

18/8 STAINLESS STEEL



DISHWASHER SAFE

BUILT LIFETIME MARRANTY



20 ///// BUILT FOR LIFE™







24 ///// BUILT FOR LIFE™

SINCE 1913 //// 25







INTRODUCING NEVERLEAKTM

The secret to getting that coffee stain out of your shirt, car upholstery, or backpack? A mug that won't leak in the first place. Our new NeverLeak[™] mugs sport rotating, 3-position lids that click open for easy sipping or cleaning, and then lock securely to keep your coffee in place.



18/8 STAINLESS STEEL DOUBLE-WALL VACUUM INSULATION









NEVERLEAKTM **TECHNOLOGY**

The rotating, 3-position lid is not only easy to use, it's easy to disassemble. You can either wash it by hand or toss it in the dishwasher. We also gave the lid a low-profile design, so it fits neatly inside your bag or backpack.



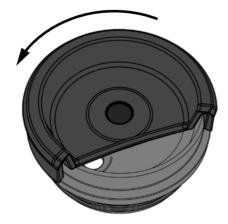
LID DISASSEMBLES FOR EASY CLEANING

CLICK INTO OPEN POSITION 1 For sipping on-the-go





ROTATE COUNTER CLOCKWISE TO 3 CLICK INTO CLEANING MODE To dissassemble for easy cleaning



THE NEVERLEAK™ **TRAVEL MUG**

- 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- Leakproof + packable
- Rotating, 3-position lid
- Easy-clean lid, dishwasher safe
- 0.25L fits under most coffee makers

0.25 L / 8.5 OZ 22 HRS 04 HRS 03 HRS HOT HAMMERTONE GREEN MATTE BLACK PEBBLE HAMMERTONE ICE 10-09856-006 10-09856-007 10-09856-009 MAPLE 10-09856-010

0.35 L / 12 OZ 05 HRS 06 HRS HAMMERTONE GREEN MATTE BLACK PEBBLE HAMMERTONE ICE MAPLE

10-09855-006 10-09855-007 10-09855-009 10-09855-010

26 HRS

0.47 L / 16 OZ			
07 HRS	10 HRS COLD		30 #
HAMMERTO MATTE BLA HAMMERTO MAPLE	CK PEBBLE	10-0 10-0	09851-0 09851-0 09851-0 09851-0



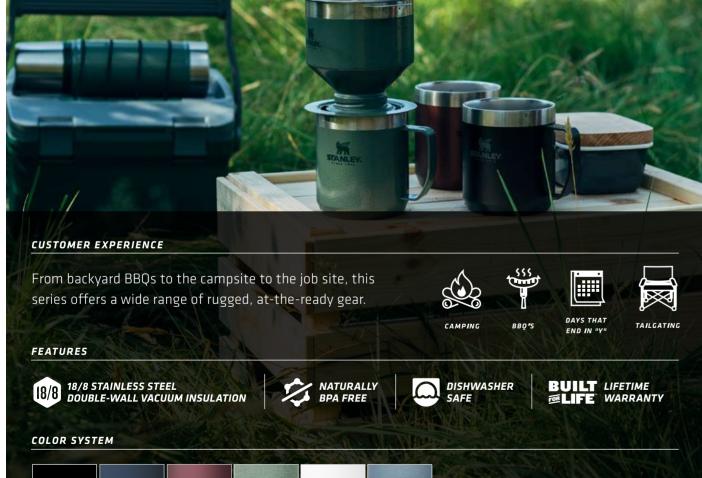






TIMELESS + DURABLE

Built like a battleship and marked by classic Hammertone green, the legendary Stanley Classic Series is the choice of generations from the outdoors to the job sites.







THE LEGENDARY **CLASSIC BOTTLE XLARGE** 1.9 L / 2 OT

HAMMERTONE GREEN 10-07934-003 MATTE BLACK PEBBLE 10-07934-004 NIGHTFALL 10-07934-039



CLASSIC BOTTLE LARGE 1.4 L / 1.5 OT

HAMMERTONE GREEN MATTE BLACK PEBBLE NIGHTFALL

THE LEGENDARY





THE LEGENDARY **CLASSIC BOTTLE SMALL** 0.75 L / 25 OZ

HAMMERTONE GREEN 10-01612-027 MATTE BLACK PEBBLE 10-01612-028 NIGHTFALL 10-01612-041 0.47 L / 16 OZ HAMMERTONE GREEN 10-01228-072 MATTE BLACK PEBBLE 10-01228-073 NIGHTFALL 10-01228-088



THE LEGENDARY **FOOD JAR** 0.94 L / 1.0 QT

HAMMERTONE GREEN MATTE BLACK PEBBLE NIGHTFALL

10-07937-003 10-07937-004 10-07937-019

HAMMERTONE GREEN 10-07936-003 MATTE BLACK PEBBLE 10-07936-004 NIGHTFALL

THE LEGENDARY

FOOD JAR

0.7 L / 24 OZ

MATTE BLACK NIGHTFALL PEBBLE

WINE

HAMMERTONE GREEN

POLAR

HAMMERTONE



	10-08265-001 10-08265-002
-	10-08265-002





THE LEGENDARY **CLASSIC BOTTLE | LITER**

1.0 L / 1.1 OT

HAMMERTONE GREEN	10-08266-001
MATTE BLACK PEBBLE	10-08266-002
NIGHTFALL	10-08266-017
HAMMERTONE ICE	10-08266-033





CLASSIC BOTTLE XSMALL









THE LEGENDARY FOOD JAR + SPORK 0.4 L / 14 OZ

HAMMERTONE GREEN 10-09382-004 MATTE BLACK PEBBLE NIGHTFALL

10-09382-005 10-09382-006

SINCE 1913 ///// 33



THE TRIGGER-ACTION **TRAVEL MUG**

0.47 L / 16 OZ

HAMMERTONE GREEN	10-06439-030
MATTE BLACK PEBBLE	10-06439-031
POLAR	10-06439-032
NIGHTFALL	10-06439-033
WINE	10-06439-120

\$

HOT

*

COLD

 \bigcirc

ICED

07

HRS

10

HRS

30

HRS



THE LEGEND CAMP MUG

0.35 L / 12 NIGHTFALL

V	ICED	15 HRS
DARY		
ΟZ		

*

COLD

1.5

HRS

03

HRS

10-00837-185

HAMMERTONE GREEN 10-09366-005 MATTE BLACK PEBBLE 10-09366-006 10-09366-007 WINE 10-09366-008 HAMMERTONE ICE 10-09366-096



THE PERFECT-BREW **POUR OVER** MAKES 1-6 CUPS HAMMERTONE GREEN 10-09383-002

\$

HOT

*

COLD

 \bigcirc

ICED

HAMMERTONE GREEN10-09848-006MATTE BLACK PEBBLE10-09848-007

THE TRIGGER-ACTION

TRAVEL MUG

0.35L / 12 OZ

HAMMERTONE ICE

POLAR

WINE

NIGHTFALL

05

HRS

06

HRS

26

HRS

10-09848-008

10-09848-009

10-09848-010

10-09848-048

SSS HOT 03 HRS ** 04 HRŠ Θ 22 HRS ICED

THE TRIGGER-ACTION **TRAVEL MUG** 0.25L / 8.5 OZ

THE EASY-POUR

GROWLER

1.9 L / 64 OZ

MATTE BLACK PEBBLE POLAR NIGHTFALL	10-09849-009 10-09849-010 10-09849-011 10-09849-012 10-09849-013
--	--

SSS Hot

*

 \heartsuit

ICED

HAMMERTONE GREEN 10-01941-067

18 HRS

24

HRS

04 DAYS



THE NEVERLEAK™ TRAVEL MUG 0.47 L / 16 OZ

HAMMERTONE GREEN 10-09851-006 MATTE BLACK PEBBLE 10-09851-007 HAMMERTONE ICE 10-09851-009 MAPLE 10-09851-010



THE NEVERLEAK™ **TRAVEL MUG** 0.35L / 12 OZ

HAMMERTONE GREEN 10-09855-006 MATTE BLACK PEBBLE HAMMERTONE ICE MAPLE





NIGHTFALL

THE EASY-FILL **WIDE MOUTH FLASK** 0.23 L / 8 OZ

HAMMERTONE GREEN 10-00837-126 MATTE BLACK PEBBLE 10-00837-127



THE USEFUL **CLASSIC BOX**

HAMMERTONE GREEN 10-10668-001



THE LEGENDARY **CLASSIC LUNCHBOX** 9.5 L / 10 QT HAMMERTONE GREEN 10-01625-003







THE NEVERLEAK™ **TRAVEL MUG** 0.25L / 8.5 OZ

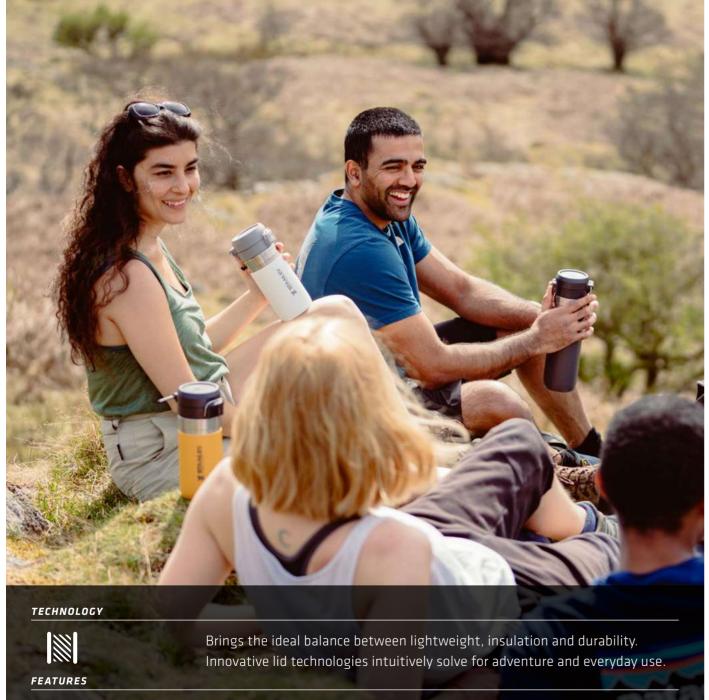
HAMMERTONE GREEN MATTE BLACK PEBBLE HAMMERTONE ICE MAPLE

10-09856-006 10-09856-007 10-09856-009 10-09856-010



BOLD + FUNCTIONAL

This unique, hot/cold collection combines the smooth-fired feel of ceramic with Stanley's legendary durability and all-day insulation.



A REPAILED	HOT IO HRS COLD IN COLD IN HRS COLD 2.5 DAYS	Arenvisit
<i>THE QUICK FLIP</i> WATER BOTTLE 1.06 L / 36 OZ		<i>THE QUICK FLIP</i> WATER BOTTLE 0.7 L / 24 OZ
POLAR CHARCOAL LAGOON SAFFRON CITRON SHALE ABYSS	10-09150-062 10-09150-063 10-09150-065 10-09150-064 10-09150-066 10-09150-067 10-09150-068	POLAR CHARCOAL LAGOON SAFFRON CITRON SHALE ABYSS



;





10-09697-007

10-09697-008

10-09697-009

10-09697-010

THE ICEFLOW™ **FLIP STRAW WATER BOTTLE** 0.65 L / 22 OZ

POLAR CHARCOAL LAGOON SAFFRON

0.29 L / 10 OZ HAMMERTONE GREEN MATTE BLACK PEBBLE WINE

THE EVERYDAY

GO TUMBLER





DISHWASHER SAFE

BUILT LIFETIME



10-09149-029 10-09149-030 10-09149-031 10-09149-032 10-09149-092 10-09149-093 10-09149-094



THE QUICK FLIP WATER BOTTLE 0.47 L / 16 OZ

POLAR CHARCOAL LAGOON SAFFRON CITRON SHALE ABYSS

SSS HOT **05** HRS ** 07 HRS **30** HRS

10-09148-024 10-09148-025 10-09148-026 10-09148-027 10-09148-071 10-09148-072 10-09148-073



10-10292-001 10-10292-002 10-10292-003

SINCE 1913 //// 37

RUGGED + ESSENTIAL

For those who start or end their best days in the outdoors, the Stanley Adventure Series combines our legendary tough construction with the features outdoor adventures demand.



THE FULL KITCHEN BASE CAMP COOK SET 3.5 L / 3.7 OT STAINLESS STEEL 10-02479-025



THE STAINLESS STEEL **COOK SET FOR TWO** 1.0 L / 1.1 QT STAINLESS STEEL



CUSTOMER EXPERIENCE

dventure

SERIES

With cookware, barware, coffee gear, mugs, and beyond, this series has all the essentials for quick getaways and epic journeys.







DAYS THAT BBQ'S END IN "Y"



THE STAINLESS STEEL ALL-IN-ONE FOOD JAR

0.53 L / 18 OZ STAINLESS STEEL



\$

₩ COLD

12 HRS

12 HRS

10-01287-032

THE STAINLESS STEEL VACUUM BOTTLE 1.0 L / 1.1 QT

 HAMMERTONE GREEN
 10-01570-020

 POLAR
 10-01570-021



THE SHORTSTACK **TRAVEL MUG** 0.23 L / 8 OZ MATTE BLACK PEBBLE10-02887-067HAMMERTONE ICE10-02887-068



THE ALL-IN-ONE **FRY PAN SET** 0.94 L / 32 OZ STAINLESS STEEL

10-02658-013

10-09997-003



SINCE 1913 //// 39



THE NESTING SHOT GLASS SET

HAMMERTONE GREEN 10-01705-039 MATTE BLACK PEBBLE 10-01705-036



THE STACKING **BEER PINT** 0.47 L / 16 OZ

HAMMERTONE GREEN 10-02282-057 MATTE BLACK PEBBLE 10-02282-058 POLAR 10-02282-059

SSS HOT

* COLD

45 MIN

04 HRS

15 HRS

HOLDS 21 CANS

36 HRS



THE BIG GRIP **BEER STEIN** 0.7 L / 24 OZ

HAMMERTONE GREEN 10-02874-033 MATTE BLACK PEBBLE 10-02874-034



O4 DAYS

HOLDS **40** CANS

THE COLD-FOR-DAYS **OUTDOOR COOLER** 28.3 L / 30 QT GREEN POLAR

10-01936-038 10-01936-039



THE EASY-CARRY **OUTDOOR COOLER** 15.1 L / 16 QT GREEN POLAR 10-01623-068 10-01623-123



27 HRS

HOLDS 9 CANS

THE EASY-CARRY **OUTDOOR COOLER** 6.6 L / 7 QT GREEN POLAR

10-01622-060 10-01622-086



THE PRE-PARTY **SHOT GLASS + FLASK SET**

HAMMERTONE GREEN 10-01883-034 MATTE BLACK PEBBLE 10-01883-035

40 ///// BUILT FOR LIFE™

BUILT FOR LIFE

Stanley has stood the test of time because it's built to. That's the Stanley Promise.

Since 1913, we've built our gear to outlast almost everything. Frankly, we've built it to outlast you. So it's no wonder that Stanleys have been known to stand up to some pretty tough stuff: bulldozers, bullets, explosions, hurricanes.

No matter what you put it through, your Stanley will hold up and the contents will stay hot (or cold). It's an agreement that we've been proud to shake on for over 100 years.

But nobody's perfect. If your Stanley doesn't live up to its legendary reputation, we'll do what it takes to make it right. It's that simple.







PROMOTIONAL **GEAR**

PINS



SHOT GLASS



Check with your Stanley Sales Representative to learn more about the latest promotional items and how to request quantities.

STICKERS



STANLEY BEAR 2" DIECUT STICKER



STANLEY CIRCLE 3" ROUND STICKER



FLOOR DISPLAY UNITS

STANLEY.









STANLEY RETAIL SUPPORT

CUT-OUT DISPLAYS



THE TRIGGER-ACTION TRAVEL MUG 0.47 L / 16 OZ



THE ICEFLOW™



THE QUICK-FLIP WATER BOTTLE 0.65 L / 22 OZ WATER BOTTLE 0.47 L / I6 OZ



THE NEVERLEAK™ TRAVEL MUG 0.25 L / 8.5 OZ



THE PERFECT-BREW POUR OVER & THE LEGENDARY CAMP MUG 0.35 L / 12 OZ

POS A5 CARDS + WOODEN STAND



FRONT



FRONT

RACK

BACK





SINCE 1913 //// 43



CUSTOM PRINT PROGRAM

Your company logo on our must-have Stanley products. Promote your business, give corporate gifts, and brand special events with our custom print program. All products are available for Stanley's custom print program. Contact your account manager for further details.

Connect with your Stanley Representative for details at: **CUSTOM-PRINT@PMI-WORLDWIDE.COM**

PRINT OPTIONS

1 COLOR PRINT

2 COLOR PRINT

3 COLOR PRINT

LASER ENGRAVING

DISTRIBUTORS LIST

AFRICA	J&A INTERNATIONAL	-	+44 (0) 1494 267609
BELGIUM, NETHERLANDS & LUXEMBOURG	CJ AGENCIES BV	www.cjagencies.nl	+31 (0) 35 542 4200
BULGARIA	GTH INTERNATIONAL LTD.	www.gth.bg	+359 (0) 2 4690 393
CYPRUS	APOSTOLOS PAPADOPOULOS LTD.	www.apltd.com.cy	+357 22456845
CZECH REPUBLIC & SLOVAKIA	JANNAI S.R.O.	www.kupdarek.cz	+420 776 336 316
DENMARK	AB CAMPING & SPORT AS	www.abcamping.dk	+45 481 89304
FINLAND	NORDIC TRAIL OY	www.nordictrail.fi	+358 20 731 0431
FRANCE	GROUPE LEBRUN	www.lebrun.fr	+33 (0) 321 382 048
GEORGIA	MGT OPTICS LLC	-	+995 555 67 80 63
GERMANY, AUSTRIA & SWITZERLAND	C. JUL. HERBERTZ GMBH	www.cjherbertz.de	+49 (0) 212 206 300
ISRAEL	VELOCITY 3030 LTD.	www.velo.co.il	+972 3 5213322
ITALY	OUTBACK 97 SRL	www.outback.it	+39 035 361103
KYRGYZSTAN, KAZAKHSTAN & UZBEKISTAN	GERGERT SPORT	www.gergert.kg	+996 312 541611
LITHUANIA, ESTONIA & LATVIA	GERDUVA COMPANY	www.gerduva.lt	+370 46 471520
NORWAY	ULTIMATE NORDIC A/S	www.ultimatenordic.no	+47 22 57 50 50
POLAND	LEDUVEL	www.leduvel.pl	+48 888 600 170
ROMANIA	AG COMEXIM	www.agcomexim.eu	+40 21 410 45 90
RUSSIAN FEDERATION	OMEGA TOOL	www.omegatool.ru	+7 495 234 5092
SLOVENIA	RT-TRI D.O.O	www.rt-tri.si	+386 1 530 40 00
SOUTHERN AFRICA	AWESOME TOOLS DISTRIBUTORS (PTY) LTD.	www.awesometools.co.za	+27 21 981 6672
SPAIN & PORTUGAL	REIBERCO INTERNACIONAL, S.A.	www.reiberco.es	+34 91 3980470
SWEDEN	ULTIMATE NORDIC AS	www.ultimatenordic.se	+46 (0)8 410 515 80
TURKEY & GREECE	KUTUPAYISI TEKS LTD STI	www.kutupayisi.com	+90 212 2 430 430
UKRAINE	KEMPING TRADE	www.campingtrade.com.ua	+38 044 500 40 31
UNITED ARAB EMIRATES	RAMROD OUTDOOR	www.ramrodoutdoor.com	+971 4 266 2177
UNITED KINGDOM & IRELAND	BURTON MCCALL LTD.	www.burton-mccall.co.uk	+44 116 234 4600

44 ///// BUILT FOR LIFE™







SINCE 1913

WE ARE STANLEY. WE ARE ORIGINAL. WE ARE USEFUL.

WE ALWAYS ANSWER. WE'RE NOT A TREND. WE DON'T DO FUSSY.

> WE WILL NEVER LET YOU DOWN.

TOGETHER, WE ARE UNBREAKABLE.

STANLEY1913.COM #BUILTFORLIFE f 🖸 @STANLEY_EUROPE



STANLEY, A BRAND OF PMI © 2021 STANLEY, ALL RIGHTS RESERVED. WWW.EU.STANLEY1913.COM EUROPE +31 20794 4840 North America +1 (800) 251-4535 South America +55 21 3278 9700 Asia +86 21 50366-350

NLE