STANLEY.

EMEA SPRING / SUMMER 2024

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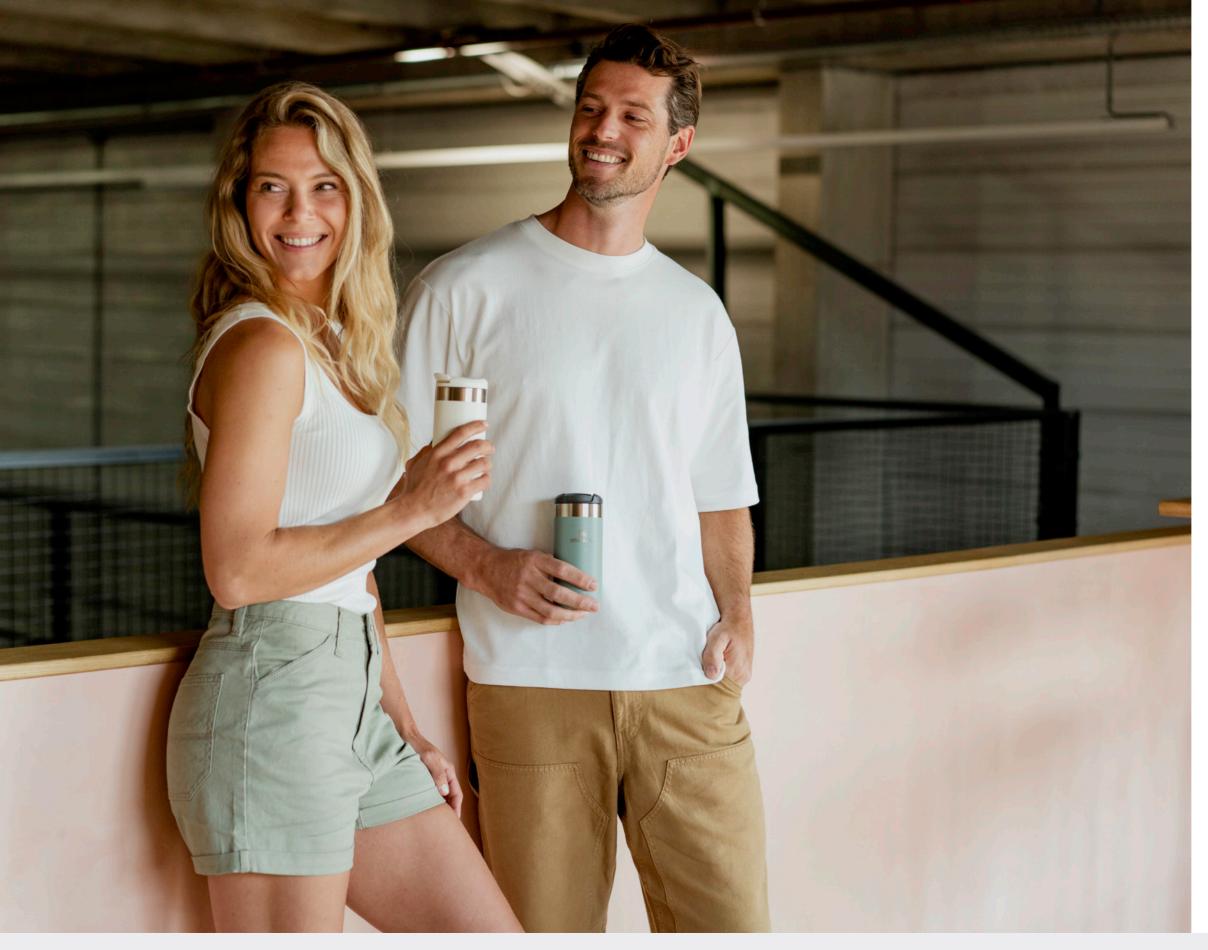
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SPRING / SUMMER 2024

With each passing season we push ourselves to bring timeless, yet modern, solutions to our consumer's everyday life. This season is about innovation, and particularly innovation in hydration. With revised and bettered features, we are keeping drinks cooler for longer, and bring a more vibrant and diverse assortment than ever before. We continue to design high quality products that become an essential part of workdays and adventures, creating, building, and inventing new products for the gym, hydrating at home, and taking on daily excursions.







OUR HISTORY

In 1913, our founder, William Stanley Jr., invented the all-steel iconic vacuum bottle and formed the Stanley Bottle Company. In the 100+ years since this brilliantly simple solution, his ingenuity has kept our beverages at the desired temperature during outdoor, work, sporting, recreational and other adventures.

OUR IDENTITY

Stanley is defined by Creativity, Building and Invention. Driven by purpose, passion & performance: We are passionate about creating purposeful products that perform. That's how we make a difference. We are proud of our yesterday, focused on tomorrow.

OUR MISSION

At Stanley we believe that through invention and originality we create a more sustainable, less disposable life and world. Our Built For Life[™] product promise is the foundation for our approach to sustainability and corporate responsibility.

OUR PROMISE

Since 1913, we've kept our promises. Whether building products to last a lifetime or delivering on innovation of keeping food and drink at the ideal temperature. We've stood behind our word. Backed by our lifetime warranty and our Built For Life[™] guarantee, we ensure our products will both endure and sustain in your world – everyday.

SUSTAINABILITY AT STANLEY

Our Built For Life[™] product promise is the foundation for our approach to sustainability and corporate responsibility. It is part of our mission to create a more sustainable, less disposable life and world. By the end of 2030, we aim to reduce annual greenhouse gas emissions by 50%.

BUILT For LIFE

BUILT FOR LIFE[™]

Our design principles prioritise functionality and durability. Stanley products are created and manufactured to last a lifetime. And we stand behind that with our Built For Life™ lifetime warranty.



RECYCLED MATERIALS

Stanley prioritise recycled and upcycled materials. We're committed to making at least 50% of our stainlesssteel products from recycled materials by 2025.



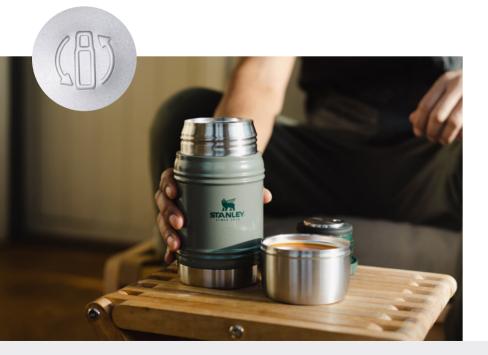
SUSTAINABLE PACKAGING

We reduce unnecessary packaging and increase sustainable content wherever possible. We have eliminated most conventional plastic packaging. All paper packaging will be certified sustainable or recycled by 2025.



VALUES-LED MANUFACTURING

Stanley seeks suppliers that meet our high standards of environmental responsibility. We work closely with factories to meaningfully reduce energy use in their operations and reward those who show continuous improvement year after year.



RECYCLED **STAINLESS STEEL**

The material is made from 90% postconsumer scrap steel and is RCS certified. The quality is the same as our proven 18/8 stainless steel. Recycled stainless steel uses fewer natural resources and produces fewer emissions compared to virgin steel. Plus, recycled stainless steel helps keep valuable materials in circulation and out of landfills.

WHAT WE HAVE ACHIEVED IN 2022

SUSTAINABILIT

n 2022, 74% of our footprint was generated by rav materials. Using recycled stainless steel is the most impactful way to reduce this.

23% of Stanley's stainless steel units produced were made of this recycled stainless steel – putting us more than halfway to our goal of 50% of units by 2025.

Stanley procured more than 4 million kilograms of certified, recycled stainless steel in 2022 alone.

ETHICAL SOURCING

100% of Stanley suppliers achieved the highest possible score on their social compliance audits (the equivalent of an 'A' grade), which are aligned to global labor standards.

Every year we publish our impact report that shows our progress around corporate responsibility. You can read the full report on www.stanley1913.com/pages/sustainability

23%

of Stanley's stainless steel units produced were made of certified, recycled stainless steel in 2022

4M+

kilograms of certified, recycled stainless steel procured for Stanley products in 2022

SOCIAL IMPACT

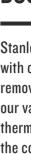
Stanley donates more than 1% of prior year's net income before taxes in cash donations to non-profit organizations around the world each year.



4D THERMOLOGY™

Stanley's 4D Thermology[™] technology elevates our legendary double wall vacuum thermal performance to a best in class insulation. Building upon our double wall vacuum insulation, 4D Thermology™ features two additional thermal barriers between the inner and outer bottle walls for 4 layers of insulation. These four layers add protection from convective, conductive, and radient energy transfer to lock in heat or cold better than any other technology.





AEROLIGHT™

Stanley's AeroLight™ technology takes you farther, faster – bringing a whole new meaning to portable thermal insulation. We took Stanley's legendary double wall vacuum insulation and made it up to 33% lighter. Through advanced manufacturing processes, we stretch the material of the inner wall to significantly reduce weight, without compromising hot/cold retention or durability.





DOUBLE WALL VACUUM

Stanley's legendary thermal performance all begins with our double wall vacuum insulation technology. By removing the air between the inner and outer walls of our vacuum insulated products, we greatly reduce the thermal transfer between the outside environment and the contents of the bottle. The insulation effect of double wall vacuum insulation allows beverages to stay hot or cold longer compared to traditional drinkware or food storage containers without this technology.





Stanley Café focuses on the passion of craft coffee, tea or maté, regardless of the setting, scene or environment. Ideal for sitting, sipping and contemplating the world—with a hot beverage in hand— our collection delivers your inspiration with your caffeination.



Stay healthy, stay hydrated—that's the defining mantra of our thoughtfully considered drinkware. Built with modern energy, awareness and respect for human wellbeing, as well as the environment, this category brings true invention into our natural daily habitats. It's hard to outshine our original and this foundational collection stays true to our heritage and brand promise to deliver taste and temperature to the world outside. Honouring our legacy and history, it shows its roots in the brilliant thermal technology that's delivered for over a century.



Stanley Camp brings clean, intelligent, innovative and stylish gear to the global campsite. Whether way out in the woods or closer to home, our entire collection brings both ease and expertise to experiencing the wild without sacrificing the comfort or the culinary harvest.

Beer, wine or spirits, we all appreciate a good drink, especially with good company in uplifting surroundings. Stanley Bar takes that drink outside with dramatic appeal and truthful technology—whether sharing a cold beverage with the neighbour or enjoying a craft cocktail at sunset.

When transporting good food or drink is the goal, our innovative storage solutions are designed to keep food and beverages appropriately chill for the task at hand. From beach trips or backyard cookouts to camping out, our collection is shaped and streamlined to embrace and enliven the entire world outside.





1

HYDRATION CONSUMER MODERN ACTIVE

The Modern Active has a holistic approach to health and lifestyle. They aspire to be outdoors whenever possible, working out, riding their bike, or walking to work. Staying hydrated with their bottle of choice symbolises their life choices.

They are social and love to have the latest outdoor tech and innovation, for use in their outside, urban environment. They appreciate functionality and performance but keep up with modern trends and moods.











THE AEROLIGHT™ **ICEFLOW BOTTLE** FAST FLOW 0.6 L / 20 OZ





PACK LIGHTER, GO FURTHER, HYDRATE LONGER THE AEROLIGHT™ ICEFLOW BOTTLE FAST FLOW

For an active lifestyle, Aerolight[™] Iceflow Bottle Fast Flow is made with 90% recycled stainless steel. Designed with a large spout opening for fast flow, a recessed bottle grip and an easy carry handle. Cup holder compatible with a wide opening for ice and easy cleaning.

	AEROLIGHT™ INSULATION
	RECYCLED 18/8 Stainless steel
(b)	LEAKPROOF + FAST FLOW LID



 \bigcirc

DISHWASHER SAFE





HYDRATE



Adventures hit differently when you keep hydrated with the Aerolight[™] Iceflow Bottle Fast Flow. As the name suggests, this is Fast Flow; the large spout helps to drink larger volumes quickly whether spinning, running, or hiking!





THE ICEFLOWTH FLIP STRAW TUMBLER 0.89 L / 30 OZ



FROST	10-09993-407
ROSE QUARTZ	10-09993-196
CITRON	10-09993-197
LILAC	10-09993-312
AZURE	10-09993-313
TIGERLILY PLUM	10-09993-314
CHARCOAL	10-09993-194

DIAMETER: HEIGHT: WEIGHT:	10.4 24.8 600	СM
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WHEREVER YOU GO...

HYDRATE WITH ICEFLOW™

The IceFlow[™] Flip Straw Tumbler allows you to keep your head up during any activity, whether you're going to the pitch, the park, the beach or the office. Leakproof and easily packable, the Stanley IceFlow[™] series is the perfect choice for all. Stay healthy, stay hydrated.



BPA FREE

DISHWASHER SAFE









Hydrate longer. Designed to be personal hydration gear for athletes, avid adventurers, or anyone who needs to stay hydrated throughout the day.



18/8

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B

18/8 FOOD-GRADE Stainless steel

DOUBLE-WALL VACUUM INSULATION

LEAKPROOF

 $(-\Box)$

 \bigcirc

CUP HOLDER COMPATIBLE

DISHWASHER SAFE

10-09148-024 10-09148-025 10-09148-027

10-09148-071

10-09148-072

10-09148-095

THE QUICK-FLIP WATER BOTTLES

Hit the trail or hit the road without ever having to hit the brakes to refuel. The double-wall vacuum insulation can keep cold and iced drinks cold for hours. Just push the button and taste the difference.

THE QUICK-FLIP WATER BOTTLE 0.47 L / 16 OZ





THE QUICK-FLIP **WATER BOTTLE** 0.7 L / 24 OZ 8 HOURS 12 HOURS 40 HOURS ICED



CHARCOAL 10-09149-030 HEIGHT: SAFFRON 10-09149-032 WEIGHT: CITRON 10-09149-093 SHALE SHALE 10-09149-093 AZURE TIGERLILY PLUM 10-09149-142 IO-09149-142	420	G
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THE QUICK-FLIP WATER BOTTLE 1.06 L / 36 OZ

10 Hours Hours **18** Cold

2.5 DAYS ICED

22 SPRING/SUMMER 2024 EMEA - PRODUCT LINE







6 HOURS 5 HOURS 26 HOURS

THE TRIGGER-ACTION TRAVEL MUG 0.35 L / 12 OZ

THE TRIGGER-ACTION TRAVEL MUG 0.47 L / 16 OZ

7 HOURS

THE TRIGGER-ACTION TRAVEL MUG

The trigger-action lid makes this thermo cup leakproof and easy for one-handed use. The lid is designed with a push button, which opens the mouthpiece on top. This unique feature makes The Stanley Trigger-Action Travel Mug perfect for sipping on-the-go. It's also designed to fit in most cup holders so it can ride along on your daily commute.

THE TRIGGER-ACTION TRAVEL MUG 0.25 L / 8.5 OZ





18/8	18/8 FOOD-GRADE Stainless steel	(F)
	DOUBLE-WALL Vacuum insulation	Ì
(b)	LEAKPROOF + Packable	

TRIGGER-ACTION LID **DISHWASHER SAFE**

BPA FREE



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DIAMETER: 6.8 CM
HEIGHT: 16.9 CM
WEIGHT: 240 G
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	HAMMERIUNE GREEN
	MATTE BLACK PEBBLE
	POLAR
	NIGHTFALL
	BLAZE ORANGE
	WINE
A STATE	COUNTRY DNA MOSSY OAK

10-064 10-064 10-064 10-064 10-064 10-064 10-0643

DIAMETER: 7.3 CM HEIGHT: 22.8 CM WEIGHT: 370 G









HAMMERTONE GREEN	10-09848-006
MATTE BLACK PEBBLE	10-09848-007
 POLAR	10-09848-008
NIGHTFALL	10-09848-009
WINE	10-09848-010
HAMMERTONE LAKE	10-09848-051
CHARCOAL	10-09848-052
ASH	10-09848-053
SAFFRON	10-09848-056
SHALE	10-09848-055
ROSE QUARTZ	10-09848-068
AZURĖ	10-09848-069
TIGERLILY PLUM	10-09848-070
LILAC GLOSS	10-09848-071





39-030
39-031
39-032
39-033
39-222
39-120
39-221







HYDRATION CONSUMER OPEN MIND

The Open Mind has a carefully curated lifestyle. They appreciate the need for self-care and believe that health, wellness and body positivity are essential.

They shop consciously and look to invest in key items they can rely on to compliment their day to day life.





THE ALL DAY **SLIM BOTTLE** 0.6 L / 20 OZ

CREAM 10-12069-022		7.0 CM 27.0 CM 302 G	
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THE SLEEK ALL **DAY SLIM BOTTLE**

Sleek bottle for all-day hydration. Made from 90% recycled stainless steel with a two-piece opening, one for sipping and the other for ice and cleaning. Dynamic colour features with a finish transition from gloss to matte.



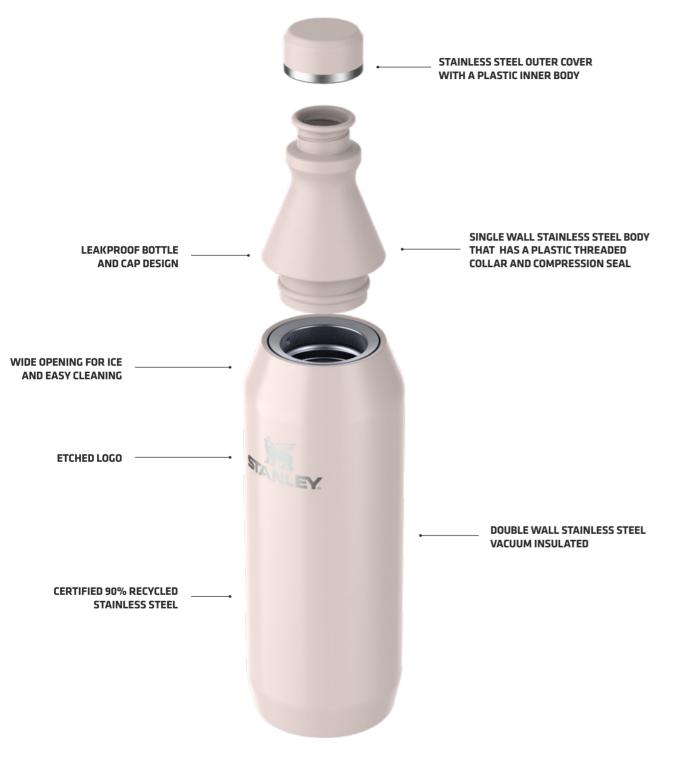


CUP HOLDER Compatible

 \bigcirc DISHWASHER SAFE











This bottle is for the considered mover, from the yoga studio to the office. Keeping you cool as you slowly sip your way to the next destination of the day. Stylish, sleek and subtle, this is hydration's latest must-have.





PACK LIGHTER, GO FURTHER, HYDRATE LONGER AEROLIGHT™ TRANSIT MUG

Our Transit Collection with AeroLight[™] technology is engineered to be light, packable, and leakproof for the trail or the daily commute. Our commuter-friendly Transit Mugs are 33% lighter than Stanley's standard stainless steel metal drinkware. The collection is built with Stanley's AeroLight[™] technology, which consists of spun-steel, doublewall vacuum insulation to reduce weight—without compromising hot/cold retention or durability. These fully leakproof mugs offer a streamlined design and low-profile lid, compact and easy to carry. They also fit comwfortably in car cup holders.





THE AEROLIGHTTM TRANSIT MUG 0.47 L / 16 OZ **6** HOURS **8** HOURS **30** HOURS HOURS **10** HOURS



4 HOURS 6 HOURS 20 HOURS

THE AEROLIGHT™ **Transit mug** 0.35 L / 12 OZ



CREAM METALLIC
ROSE QUARTZ METALLIC
FOG MÉTALLIC
SHALE METALLIC
ROYAL BLUE METALLIC
BLACK METALLIC

10-10788-087 10-10788-066 10-10788-065 10-10788-088 10-10788-074 10-10788-067

DIAMETER:	6.9	CM
HEIGHT:	16.3	CM
WEIGHT:	180	G





Engineered with the quick mover and the commuter in mind. Don't think about it; just clip it closed and pop it in your bag; it will be ready when you are the same way you left it - a hot cup of coffee or ice-cold water.

STANLEY,







ROSE QUARTZ



ROSE QUARTZ

10-01612-063

INTRODUCING **ROSE QUARTZ COLOUR**

ROSE QUARTZ is Stanley's newest addition to the Classic line. Refined and sophisticated, Rose Quartz is more of an elevated neutral than a traditional pink, giving it a grounding and balancing appeal. Rose quartz fosters a sense of wellbeing and vitality, fresh and uplifting, yet nurturing and calming. It is also a colour that can span across demographics and seasons, making it a commercially dependable addition to our Stanley Classics.



 $(\diamondsuit$

LEAKPROOF + PACKABLE B

DOUBLE-WALL VACUUM INSULATION

 \bigcirc **DISHWASHER SAFE**



10-09366-271

THE LEGENDARY Food Jar + Spork 0.4 L / 14 OZ

THE TRIGGER-ACTION Travel Mug 0.35 L / 12 OZ

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ROSE QUARTZ

10-09382-106

ROSE QUARTZ

10-09848-068

TIMELESS, DURABLE + SUSTAINABLE **LEGENDARY COLLECTION**

Stanley's Legendary Classics deliver all the ingenuity, durability and performance of a century of learnings. Staying true to our heritage we've built a sustainable Classic collection that continues to capture a new generation of Stanley Loyalists.

THE LEGENDARY CLASSIC BOTTLE 1.9 L / 2.0 QT

40 HOURS COLD

10-07934-003

10-07934-004 10-07934-039

08 DAYS

45 HOURS HOURS

HAMMERTONE GREEN

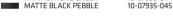
MATTE BLACK PEBBLE

THE LEGENDARY CLASSIC BOTTLE 2.3 L / 2.5 QT





HAMMERTONE GREEN



THE LEGENDARY CLASSIC BOTTLE 1.0 L / 1.1 QT

26 HOURS 28 HOURS COLD 05 DAYS

10-07935-044



THE LEGENDARY CLASSIC BOTTLE 0.75 L / 25 OZ





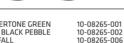






THE LEGENDARY CLASSIC BOTTLE 1.4 L / 1.5 QT

HAMMERTONE GREEN MATTE BLACK PEBBLE





THE LEGENDARY CLASSIC BOTTLE 0.47 L / 16 OZ

15 HOURS 15 HOURS 02 DAYS



HAMMERTONE GREEN MATTE BLACK PEBBLE NIGHTFALL

10-01228-072 10-01228-073 10-01228-088





15 HOURS HOT

THE LEGENDARY FOOD JAR + SPORK 0.4 L / 14 OZ

THE LEGENDARY FOOD JAR 0.94 L / 1.0 OT

22 HOURS COLD

20 HOURS

07 HOURS HOT 07 HOURS



HAMMERTONE GREEN 10-09382-004 MATTE BLACK PEBBLE 10-09382-005 10-09382-006 HAMMERTONE LAKE 10-09382-081

CHARCOAL 10-09382-082 10-09382-083 10-09382-106 ROSE QUARTZ

ASH



HAMMERTONE GREEN 10-10668-001

THE LEGENDARY CLASSIC LUNCHBOX 9.5 L / 10 QT





HAMMERTONE GREEN 10-01625-003





THE LEGENDARY FOOD JAR 0.7 L / 24 OZ

15 HOURS





THE STAINLESS STEEL ALL-IN-ONE FOOD JAR .53L / 180Z













STAINLESS STEEL

10-01287-032

THE ADVENTURE **TO-GO COLLECTION**

Adventure To-Go Collection Bottles and Food Jars, in various sizes, are modern in their design and endurin in their performance. Insulated and leakproof, these essentials stay by your side for use, day in and day out.

RECYCLED 18/8 STAINLESS STEEL

DOUBLE-WALL INSULATED LID

POUR-THRU STOPPER



THE ADVENTURE **TO-GO BOTTLE** 1.0 L / 1.1 QT



POL	AR 10-10	819-008	DIAMETER:	8.8	CM
ABY	SS 10-10	819-009	HEIGHT:	30.3	CM
BLA	CK 10-10	1819-010	WEIGHT:	670	G

THE ADVENTURE TO-GO FOOD JAR 0.53 L / 18 OZ





POLAR	10-10836-007	I	DIAMETER:	10	СМ
ABYSS BLACK	10-10836-008 10-10836-009		HEIGHT: WEIGHT:	13.5 360	G

THE ADVENTURE TO-GO BOTTLE 0.75 L / 25 OZ

20 HOT	25 COLD	U4 ICED
•••••		••••••





THE ADVENTURE TO-GO FOOD JAR 0.35 L / 12 OZ





10-10837-013 10-10837-014 POLAR DIAMETER: 10 CM ABYSS BLACK 10.7 CM HEIGHT: 10-10837-015 WEIGHT: 300 G

SIGNATURE THERMAL ESSENTIALS **ARTISAN COLLECTION**

Drawing on over IOO years of experience, The Artisan combines premium performance, unrivaled thermal retention and modern details with Stanley's Legendary durability and style.

THE ARTISAN Thermal Bottle 1.4 L / 1.5 QT				
38 HOURS HOT	38 HOURS	06 DAYS		

THE ARTISAN THERMAL BOTTLE 1.0 L / 1.1 OT 35 HOURS HOURS 37 HOURS COLD



HAMMERTONE GREEN

33.3 CM

DIAMETER: 11.3 CM

WEIGHT: 1140 G

HEIGHT:





10-11429-004 10-11429-005 HAMMERTONE GREEN BLACK MOON

DIAMETER:	9.9	CΝ
HEIGHT:	32.4	CΝ
WEIGHT:	890	G







QUADVAC™ INSULATION



SOFT SILICON BASE

13 HOURS HOT



LIFETIME WARRANTY

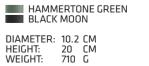


THE ARTISAN **Thermal Food Jar** 0.50 L / 17 OZ

14 HOURS



10-11428-004 10-11428-005



10-11426-004 10-11426-005





THE STAY-HOT FRENCH PRESS 1.4 L / 48 OZ

04 HOURS 09 COLD 24 HOURS







MATTE BLACK PEBBLE HAMMERTONE ICE 10-02887-067 10-02887-068



HAMMERTONE GREEN 10-02888-048





HAMMERTONE GREEN MATTE BLACK PEBBLE

THE PERFECT-BREW POUR OVER 0.59 L / 20 OZ











HAMMERTONE GREEN 10-02282-057 HAMMERTONE LAKE 10-02282-249 CHARCOAL MATTE BLACK PEBBLE POLAR 10-02282-058 10-02282-250 10-02282-059 ASH 10-02282-251

THE EVERYDAY GO TUMBLER .29L / 10 OZ

1.5 HOURS 05 COLD 20 HOURS



10-00837-245

10-00837-244

THE EASY-FILL WIDE MOUTH FLASK .23L / 8OZ



BLAZE ORANGE

COUNTRY DNA MOSSY OAK



THE NESTING SHOT GLASS SET



HAMMERTONE GREEN MATTE BLACK PEBBLE







THE EASY-POUR **Growler** 1.9 L / 64 OZ



10-01705-039 10-01705-036



HAMMERTONE GREEN MATTE BLACK PEBBLE

10-01883-034 10-01883-035



PRO-LEVEL GEAR **CAMP COOKWARE**

Whether at home, your campsite, or in your backyard, Stanley has what you need when you need it. Stanley brings the legendary tough construction you expect with all the features camp demands.

THE FULL KITCHEN BASE CAMP COOK SET 3.5L / 3.7QT



STAINLESS STEEL 10-02479-025 THE STAINLESS STEEL Cook set for two 1.0L / 1.1QT



STAINLESS STEEL 10-09997-003

THE ALL-IN-ONE Fry Pan Set .94L / 320Z



STAINLESS STEEL 10-02658-013

FRESH + COLD **OUTDOOR COOLERS**

Pack a lunch, take it on a picnic in the park, or to an all-day festival. Our coolers are leakproof, easy-to-carry and comes with an adjustable bungee system for securing your favorite Stanley bottle to the lid.

THE COLD-FOR-DAYS OUTDOOR COOLER 28.3L / 30 QT **04** ICED

THE EASY-CARRY **OUTDOOR COOLER** 15.1 L / 16 QT $36_{\text{iced}}^{\text{hours}}$





POLAR STANLEY GREEN 10-01936-039 10-01936-062 POLAR STANLEY GREEN



MOBILITY & STORAGE



10-01623-123 10-01623-197

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THE EASY-CARRY **OUTDOOR COOLER** 6.6 L / 7 QT **27** HOURS ICED



POLAR STANLEY GREEN

10-01622-086 10-01622-147

