

aladdin®

take me with you



2017

Collection

Hydrate, wherever you are

Our body requires continuous hydration to function properly as we **commute**, **work** and stay **active**.

*Take me
with you*



WORK



Regular intake of water is necessary to maintain our body's water balance, essential for life and health.

ACTIVE



Sustainability

How we make our products is just as important as how they function.



Whether it's producing eCycle®, our own 100% recycled and recyclable material, making sure our factory workers are treated fairly and ethically or doing everything we can to make sure we recycle and compost as much as possible in our offices and factories, we are serious about sustainability.



As the category leader of products made with recycled plastic, Aladdin is constantly on the lookout for opportunities to develop and utilize new recycled materials in our products.

Aladdin's commitment to ethical manufacturing drives our sourcing practices. We work closely with our factories, to perform audits on an annual-basis that assess Code of Conduct compliance. We also collaborate with suppliers to move beyond compliance to practices that truly enhance the well-being of their workforce, their community, and the planet.

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Hydration

Hydrate, wherever
you are; as you
commute, while
at work or
staying active.







ACTIVE

Try me.
Active hydration has
never been so fun.



New Active Hydration Bottle Stainless Steel Vacuum

0.6L



With a lanyard for easy carrying and a leak-proof one-hand push button lid, this water bottle is ideal for any active consumer that wants cold water anywhere.

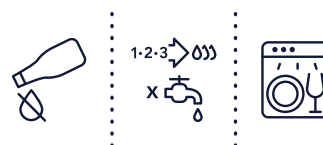
Product Features:

- Leak-proof
- Keeps cold for 10h (with ice for 35h)*
- Dishwasher safe
- Vacuum insulated stainless steel
- One-hand push button lid
 - press to sip, close to seal
 - covers drinking surface on-the-go
- Lanyard for easy carrying on-the-go
- Naturally BPA Free

Vacuum
insulation

New Active Hydration Tracker Bottle

0.8L



With a Twist Dial to track your daily hydration, a lanyard for easy carrying and a leak-proof one-hand push button lid, this water bottle is ideal for any active consumer.

Product Features:

- Tracker Dial/Rotating collar keeps track of water consumption
- Leak-proof
- Dishwasher safe
- Lanyard for easy carrying on-the-go
- One-hand push button lid
 - press to sip, close to seal
 - covers drinking surface on-the-go
- Stain, smell and shatter resistant. made with durable and lightweight Tritan™ material
- BPA free

Tracker
dial

Stay chilled.

*Helping you keep cool
when the pressure is on.*



WORK





Vacuum insulation

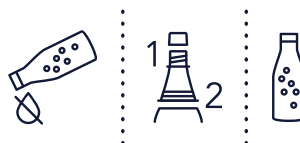


Two way lid



New colours Fresco Twist & Go Bottle

0.7L



New Fresco Twist & Go Bottle Stainless Steel Vacuum

0.6L



Aladdin brings the performance and durability of stainless steel to an iconic item while featuring an appealing colour effect. Its Vacuum Insulation will keep your drink cold for longer wherever you are.

Product Features:

- Leak-proof
- Two-way lid to add ice or clean
- Keeps cold for 8h (with ice for 16)*
- Vacuum insulated Stainless Steel body to keep drinks cold for longer
- Internal threads for a smooth drinking spout surface
- Dishwasher safe
- Naturally BPA free

This bottle features an useful Two-Way Lid to add ice or clean that will remain leak-proof under the pressure of sparkling water and any other carbonated drinks – ideal for consumers who want to expand the usefulness of their home beverage appliances by taking their favourite drinks on the go.

Product Features:

- Leak-proof
- Carbonated beverage friendly
- Two-way lid to add ice or clean
- Internal threads for a smooth drinking spout surface
- Stain, smell and shatter resistant. made with durable and lightweight Tritan™ material
- Dishwasher safe
- BPA free



New colours Aveo Water Bottle

0.35L

Leak
proof

A stylish and unique water bottle, with an easy drink spout for simple and trendy hydration on the go.

Product Features:

- Leak-proof
- Easy to fill with removable spout (wide-mouth opening)
- Stain, smell and shatter resistant. made with durable and lightweight Tritan™ material
- Dishwasher safe
- BPA free

Two
way lid

New colours Aveo Water Bottle

0.6L



A stylish and unique water bottle, with an easy drink spout for simple and trendy hydration on the go.

Product Features:

- Leak-proof
- Easy to fill with removable spout (wide-mouth opening)
- Stylish carry strap
- Stain, smell and shatter resistant. made with durable and lightweight Tritan™ material
- Dishwasher safe
- BPA free

Glass



New Migo Enjoy Glass Bottle

0.5L



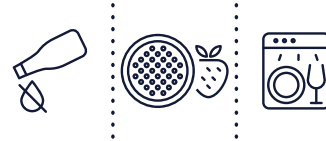
A Durable glass water bottle, with a flip lid for staying hydrated anywhere.

Product Features:

- Leak-proof
- Made with durable borosilicate glass
- Dishwasher safe
- Protective/anti-slip silicone sleeve
- Silicone spout is easy to disassemble and fully cleanable
- Car cup holder friendly
- Silicone finger loop
- BPA free

New Migo Enjoy Water Bottle

0.6L



A durable water bottle, with a removable infuse filter for healthy hydration anywhere.

Product Features:

- Leak-proof
- Removable Infuse Filter
- Dishwasher safe
- Strong and durable finger loop, stylish design, easy for traveling
- Stain, smell and shatter resistant. Made with durable and lightweight Tritan™ material
- BPA free

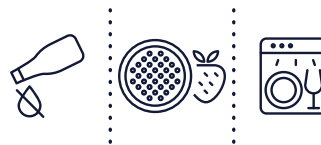
Infuse
filter



Infuse
filter

New Migo Enjoy Water Bottle

0.5L



A stylish and unique water bottle, with an infuse filter for simple and healthier hydration on the go.

Product Features:

- Leak-proof
- Removable Infuse Filter
- Dishwasher safe
- Strong and durable finger loop, stylish design, easy for traveling
- Stain, smell and shatter resistant. Made with durable and lightweight Tritan™ material
- BPA free

New colours Infuse Water Bottle

0.7L



This innovative water bottle is a welcome solution that allows you to keep small slices of fruit or veggies out of the drink spout while enjoying all the benefits of infused cold beverages, iced teas, fruit or herb infusions.

Product Features:

- Leak-proof
- Removable Infuse Filter
- Dishwasher safe
- Strong and durable finger loop, stylish design, easy for traveling
- Stain, smell and shatter resistant. Made with durable and lightweight Tritan™ material
- BPA free

Infuse
filter

Hot drinks

Keeping drinks
hot when you
go the extra mile.





New colours Recycled & Recyclable Mug

0.35L



Innovative leak proof lid and fashion appealing silhouette that goes beyond reusability, Made with eCycle®, PMI's proprietary BPA-free recycled and recyclable material so it's safe for the environment too.

Product Features:

- All-new leak-proof flip lid
- Made with eCycle, a fully recycled and recyclable material
- Car-cup friendly
- Dishwasher & microwave safe
- BPA free



New Insulated Plastic Mug

0.47L



Aladdin plastic mugs deliver a refreshing color pop to an assortment dominated by stainless steel. Impulse and trend forward consumers are drawn to the bright eye catching color, great value & leak proof lid. Aladdin's new leak-proof flip lid offers intuitive design & fashion appeal – rated better than the competition in our development research.

Product Features:

- All-new leak-proof flip lid
- Double wall insulated
- Dishwasher safe
- Car cup-holder friendly
- BPA free

Leak proof



New

Migo Style Tumbler Stainless Steel Vacuum

0.37L



Elegant Tumbler with trendy design details and a great thermo-performance that goes with you everywhere.

Product Features:

- Keep hot and cold for 9 hours*
- Leak-proof
- Hidden and durable silicone loop
- Car cup-holder friendly
- Silicone footpad



Carry strap

New

Migo Style Tumbler Stainless Steel Vacuum

0.45L



Elegant Tumbler with trendy design details and a great thermo-performance that goes with you everywhere.

Product Features:

- Keep hot and cold for 9 hours*
- Leak-proof
- Hidden and durable silicone loop
- Auto stopper with flip button to drink or serve
- Lid can be used as a cup
- Car cup-holder friendly
- Silicone footpad

Carry strap



New colours Stainless Steel Vacuum Mug

0.35L



Aladdin Vacuum Mugs fill an unmet need for consumers looking for optimal leak-proof thermo-performance in elegant silhouettes at competitive retail price point.

Product Features:

- Keeps drinks hot 3+hrs & cold 20+hrs*
- All-new leak-proof flip lid
- Dishwasher safe
- Vacuum insulated stainless steel
- Car-cup friendly
- BPA free

Vacuum
insulation



Vacuum
insulation



New Stainless Steel Vacuum Mug

0.47L



Aladdin Vacuum Mugs fill an unmet need for consumers looking for optimal leak-proof thermo-performance in elegant silhouettes at competitive retail price point.

Aladdin's new leak-proof flip lid offers intuitive design & fashion appeal – rated better than the competition in our recent development research.

Product Features:

- Keeps drinks hot 3+hrs & cold 20+hrs*
- All-new leak-proof flip lid
- Dishwasher safe
- Vacuum insulated stainless steel
- Car-cup friendly
- BPA free

New colours Custom Tea Infuser

0.35L



Main-stream media is touting the benefits of tea, and many consumers are eager to give it a try. This sophisticated yet simple to use Infuser is packed with features designed for tea connoisseurs.

Product Features:

- Built-in Drop-Down Infusion Basket for loose-leaf tea
- Double wall insulation
- Dishwasher safe
- Stain, smell and shatter resistant. Made with durable and lightweight Tritan™ material
- Leak-resistant flip lid
- Car-cup friendly
- BPA free

Infusion
basket



Food

Enjoying your
favourite recipes
wherever you are.





New Easy-Keep Lid Lunch Box

1.2L



The Easy-Keep Lid Lunch Boxes are great for anyone taking food on the go. Kids love the easy open lid that stays attached on the go, and parents love the detachable lid that makes it easy to clean. They are good for storage too!

Product Features:

- Leak-proof
- Easy-Keep lid with snap in hinge stays attached on the go
- Fully disassembles for cleaning
- Designed to stack easily in lunch bags
- Dishwasher & microwave safe
- BPA free



Easy-keep lid



New Easy-Keep Lid Lunch Box

0.7L



The Easy-Keep Lid Lunch Boxes are great for anyone taking food on the go. Kids love the easy open lid that stays attached on the go, and parents love the detachable lid that makes it easy to clean. They are good for storage too!

Product Features:

- Leak-proof
- Easy-Keep lid with snap in hinge stays attached on the go
- Fully disassembles for cleaning
- Designed to stack easily in lunch bags
- Dishwasher & microwave safe
- BPA free

Leak proof



Insulated



Insulated Easy-Keep Lid Lunch Box

0.71L



The Easy-Keep Lid Food Container is great for families taking food on the go. Kids love the easy open lid that stays attached, and parents love the detachable lid that makes it easy to clean. Ideal for great meals at work, school lunches and picnics anywhere.

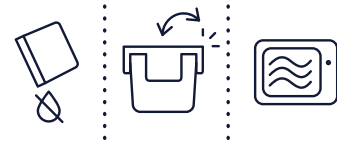
Product Features:

- Leak-proof
- Easy-Keep lid with snap in hinge stays attached on the go
- Fully disassembles for cleaning
- Designed to stack easily in lunch bags
- Dishwasher & microwave safe
- BPA free



Insulated Easy-Keep Lid Lunch Box

0.47L



The Easy-Keep Lid Food Container is great for families taking food on the go. Kids love the easy open lid that stays attached, and parents love the detachable lid that makes it easy to clean. Ideal for great meals at work, school lunches and picnics anywhere.

Product Features:

- Leak-proof
- Easy-Keep lid with snap in hinge stays attached on the go
- Fully disassembles for cleaning
- Designed to stack easily in lunch bags
- Dishwasher & microwave safe
- BPA free



Insulated



Dressing
container



Classic Mason Salad Jar

1L



A lightweight alternative to glass options that is on trend for using Masons as a food container at home, on-the-go food, and as dry goods storage. A recent consumer survey shows that leak-proof is the most compelling purchase feature for on-the-go food storage.

Product Features:

- Leak-proof and lightweight
- Detachable dressing container included
- Stain, smell and shatter resistant made with durable and lightweight Tritan™ material
- Dishwasher safe
- BPA free



Bento Lunch Box

0.6L



Inspired by Japanese bento boxes, our BENTO Lunch Box takes packed lunch to a new level. Stack as many of these containers as you need using the connector lid. This suits any recipe, storing food at just the right temperature, hot or cold. Heading out with home prepared food has never been easier, or more stylish.

Product Features:

- Contents stay hot or cold for up to 5 hours*
- Double wall foam insulation
- Leak-proof, sealing lid
- Microwave safe
- BPA free



Insulated

Recycled & Recyclable Cutlery Set



A durable knife, fork and spoon set which is comfortable to use. It comes in a beautiful and convenient carry case designed to match many other Aladdin products. Made with eCycle®, PMI's proprietary BPA-free recycled and recyclable material so it's safe for the environment too.

Product Features:

- Knife, fork and spoon in convenient carry case
- Dishwasher safe
- Safe for you: BPA free
- Safe for the environment: made with eCycle®
- Supplied in an attractive counter display unit (available as a 4 colour assorted pack)
- BPA free



eCycle®

Vacuum
insulation



New
Enjoy Food Jar
Stainless Steel Vacuum

0.4L



This easy-to-open, sturdy, leak-proof, food jar wonder that keeps food hot or cold for up to 5.5 hours will please anyone during lunch break.

Product Features:

- Stainless steel vacuum insulation that keeps contents hot and cold for 5.5 hours*
- Design for containing both beverage and food
- Leak-proof
- Strong and durable finger loop, stylish design, easy for traveling
- BPA free



Merchandising and Product list





Wobbler Kit



Authorised Retailer
Sticker



Shelf Cover Kit



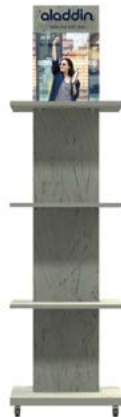
POS display

Merchandising

Displays to fit any retailer



Counter display



Self Standing
Display



Gondola display



Wall display



Permanent Shelf
Covers

An appealing and well executed retail display will attract the attention of consumers and drive retail sales. To maximize store sales, enhance the display and the shopper's experience, Aladdin has made available a unique selection of merchandising solutions that fit any retailer.

The benefits of using this retail display in conjunction with the complete Aladdin product assortment are:

- drives category sales and purchasing experience.
- locating and choosing the right product is made easier and more natural for the consumer. It also supports impulse purchase decisions.
- co-ordinating and accessorising is made possible for the shopper,
- helps to feature, recommend and demonstrate products at strategic locations,
- best placement and assortment can be achieved thanks to its availability in different sizes that can be used in combination to create a larger display.
- unique solutions made of recycled materials that align with our values and commitment to protect the environment.

Features:

- several solutions to fit various spaces in store (Self-standing Floor unit, Gondola unit, Wall unit and Shelf cover for existing merchandiser).
- eco friendly: Made from recycled wood.
- POS friendly – built-in POS slots for customized inserts (comes with double sided image POS).
- easy assembly (please read the included assembly guide). easy to maintain appearance.
- low consumption/long life LED lighting kit available separately for Gondola and Wall unit displays.
- separate Aladdin Logo and various POS assets available upon request

Please do not hesitate to contact us for further details.
Bespoke POS available on request.



1.



2.



3.

Examples displays:

- 1 Counter display
- 2 Floor display
- 3 Gondola display
- 4 Wall display
- 5 Wall fixture













4.










5.









Hydration

	Name and size	Colour	Product code	Page
	Active Hydration Bottle - Stainless Steel Vacuum 0.6L	Green	10-02674-004	7
		Blue	10-02674-005	
		Purple	10-02674-006	
		Red	10-02674-003	
	Active Hydration Tracker Bottle 0.8L	Green	10-02671-004	7
		Blue	10-02671-005	
		Purple	10-02671-006	
		Red	10-02671-003	
	Fresco Twist&Go Bottle - Stainless Steel Vacuum 0.6L	Green	10-02863-005	9
		Blue	10-02863-006	
		Purple	10-02863-007	
		Red	10-02863-004	
	Fresco Twist&Go Bottle 0.7L	Green	10-01729-071	9
		Blue	10-01729-069	
		Purple	10-01729-070	
		Red	10-01729-068	
	Migo Enjoy Water Bottle 0.5L	Peach	10-03007-001	13
		Aqua Blue	10-03007-002	
	Migo Enjoy Water Bottle 0.6L	Echo Green	10-03008-001	12
		Blue	10-03008-002	
	Aveo Water Bottle 0.35L	Green (graphics)	10-01101-089	11
		Blue	10-01101-087	
		Purple (graphics)	10-01101-088	
		White	10-01101-090	
		Red (gr.) MOQ only	10-01101-086	
	Aveo Water Bottle 0.6L	Green	10-01102-079	11
		Blue (graphics)	10-01102-077	
		Red (graphics)	10-01102-076	
		Grey	10-01102-080	
		Purple (gr.) MOQ only	10-01102-078	
	Infuse Water Bottle 0.7L	Green	10-01785-051	13
		Blue	10-01785-049	
		Purple	10-01785-050	
		Red MOQ only	10-01785-048	
	Migo Enjoy Glass Bottle 0.5L	Botanical Green	10-03009-001	12
		Azure Blue	10-03009-002	









Hot drinks

	Name and size	Colour	Product code	Page
	Recycled & Recyclable Mug 0.35L	Green	10-01925-014	16
		Blue	10-01925-015	
		Purple	10-01925-016	
		Red MOQ only	10-01925-013	
	Insulated Plastic Mug 0.47L	Green	10-01918-048	16
		Blue	10-01918-045	
		Black	10-01918-054	
		Purple MOQ only	10-01918-046	
		Red MOQ only	10-01918-047	
	Stainless Steel Vacuum Mug 0.35L	Green	10-01923-016	18
		Blue	10-01923-014	
		Matt Black	10-01923-006	
		Purple MOQ only	10-01923-015	
		Red MOQ only	10-01923-017	
	Stainless Steel Vacuum Mug 0.47L	Green	10-01919-021	19
		Blue	10-01919-022	
		Brushed SS	10-01919-027	
		Purple MOQ only	10-01919-023	
		Red MOQ only	10-01919-020	
		Black MOQ only	10-01919-033	
	Migo Style Tumbler Stainless Steel Vacuum 0.37L	Lichen	10-03010-001	17
		Clay	10-03010-002	
	Migo Style Tumbler Stainless Steel Vacuum 0.45L	Lichen	10-03011-001	17
		Clay	10-03011-002	
	Custom Tea Infuser 0.35L	Green	10-01957-022	19
		Blue	10-01957-023	
		Purple	10-01957-024	
		Red MOQ only	10-01957-021	

Food

	Name and size	Colour	Product code	Page
	Easy-Keep Lid Lunch Box 1.2L	Green	10-02120-009	22
		Blue	10-02120-011	
		Purple	10-02120-010	
		Red <small>MOQ only</small>	10-02120-008	
	Easy-Keep Lid Lunch Box 0.7L	Green	10-02086-009	22
		Blue	10-02086-011	
		Purple	10-02086-010	
		Red <small>MOQ only</small>	10-02086-008	
	Classic Mason Salad Jar 1L	Marina	10-01828-004	24
		Berry	10-01828-005	
		Fern	10-01828-003	
		Tomato	10-01828-002	
	Insulated Easy-Keep Lid Lunch Box 0.71L	Marina	10-02121-003	23
		Berry	10-02121-004	
		Fern	10-02121-005	
		Tomato	10-02121-006	
	Insulated Easy-Keep Lid Lunch Box 0.47L	Marina	10-02085-003	23
		Berry	10-02085-004	
		Fern	10-02085-005	
		Tomato	10-02085-006	
	Bento Lunch Box 0.6L	Berry	10-01134-038	25
		Green	10-01134-054	
		Blue	10-01134-052	
		Purple <small>MOQ only</small>	10-01134-053	
		Red <small>MOQ only</small>	10-01134-055	
	Enjoy Food Jar Stainless Steel Vacuum 0.4L	Botanical Green	10-03012-001	26
		Nature Earth	10-03012-002	
	Recycled & Recyclable Cutlery Set	Assorted	10-01374-025	25
		Green		
		Blue		
		Purple		
		Red		

Merchandising

	Name	Size (mm)	Product code
	Counter Display	l 500	10-01829-001
		w 410 h 550	
	Self Standing Display	l 500	10-01808-001
		w 1800 h 500	
	Gondola Display	6000 x 16000 x 500	10-01809-001
		6000 x 16000 x 500	10-01809-002
		5000 x 4100 x 550	10-01813-001
	Wall Display	10000 x 21000 x 500	10-01811-001
		10000 x 21000 x 500	10-01811-002
		5000 x 4100 x 550	10-01813-002
	Permanent Shelf Covers	l 500	10-01812-001
		w 410 h 700	
	Shelf Cover Kit	l 500	10-02820-001
		w 410 h 550	
	Wobbler Kit	w 80	10-03062-001
		h 80	
	Aladdin EMEA Spring 2017 Catalogue	w 210	10-01528-003
		h 272	
	Authorised Retailer Sticker	w 125	10-03064-001
		h 62	

*Our criteria for hot and cold testing is based on FDA standards and the thermal performance 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.

Icons

Aladdin product packaging uses icons to identify key product features.

				
Leak proof	Dishwasher safe	Tracker dial	Two way lid	Easy to fill spout
				
Carbonated friendly	Leak proof carbonated	Borosilicate glass	Infuse filter	Infusion basket
				
Leak-proof flip	Good for planet	eCycle	Double wall	Infusion basket
				
Leak resistant flip lid	Easy to keep lid	Microwave	Insulation	Detachable dressing container
				
Vacuum insulated	Vacuum insulated	Leak resistant	One-hand push button lid	One-hand push button lid
				
Hot 3h & cold 20h	Hot and cold 9h	Keeps hot 10h	Keeps cold 10h	

Awards

Great design ensures our products function as well as they look.

Winning designs



material
award

2009

iF material award
2009



reddot design award
winner 2010

Red Dot Design
Award 2010



product
design
award

2010

iF product design
2010

DESIGN PLUS

DesignPlus
2010



Kitchen Innovation
Special Award 2010



Silver Winner
Product of the Year
Award 2011



NOMINEE

German Design
Award 2012



Table Cadeau
Grand Prix 2013



product
design
award

2014

iF Product Design
Award 2014



reddot award 2014
winner

Red Dot Award
2014



German Design
Award 2015



reddot award 2016
honourable mention

Red Dot Award
2016

Since 1913, Aladdin has been consistently recognised with the most prestigious design awards that are a credit to the quality of our design, materials and innovative solutions as well as the way our products are made. These are a testament to our passion for creating great reusable products to help you enjoy your favourite food and beverages, anywhere you are, while protecting our environment.