

INTERNATIONAL INSERT

FALL 2016

# STANLEY®

A BRAND OF PMI



FALL 2016

# INTRODUCTION

FOR OVER 100 YEARS, THE STANLEY BRAND HAS BEEN A LEGENDARY PART OF EVERYDAY LIFE. IT'S BEEN A RELIABLE COMPANION ON THE JOB, IN THE MOUNTAINS, AND ON COUNTLESS ADVENTURES. NOW IT'S MORE THAN JUST YOUR GRANDPA'S GREEN THERMOS — IT'S A PART OF YOUR LIFE.

THIS FALL AND WINTER, WE ARE INTRODUCING NEW ITEMS TO CELEBRATE WITH FRIENDS AND FAMILY. AT CAMP OR AT THE GAME, THIS SEASON'S PRODUCTS WERE BUILT TO HELP KICK-START THE DAY AND FIRE UP ANY ADVENTURE. NO MATTER WHERE THE TRAIL OR ROAD LEADS YOU, WE'VE GOT YOU COVERED.

CHEERS TO THE GEAR THAT GETS YOU THROUGH WHATEVER.



BUILT FOR LIFE®

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SEASONAL SPIRITS

# CHEERS! PROST! KANPAI!

THERE'S A NIP IN THE AIR AND DRINK IN YOUR HAND. TIME TO GET BEHIND YOUR FAVORITE TEAM. TIME TO TOAST YOUR FRIENDS AND FAMILY. FROM DRAFTS TO THE HARD STUFF, WE TAKE THE PARTY INDOORS OR OUT. HERE'S TO GREAT GIFTS, GREAT GEAR, GREAT DRINKS AND GREAT TIMES.

**THE STANLEY DIFFERENCE:**

**HIGHLY GIFTABLE ITEMS**  
Across multiple categories

**PROVEN SELL-THROUGH**  
Throughout the year, and especially at holiday

**CATEGORY LEADER**  
We have the most legendary collections for beer and liquor

**TIMELESS OUTDOOR GIFTS**  
Celebrate everyday adventures



**NEW PRODUCT**



**CLASSIC**  
VACUUM STEIN 24oz / 709 mL

- 5 HRS
- 36 HRS
- 5 HRS

**LATCHING LID** keeps beer cold + carbonated longer  
**STEEL INNER LID** - no plastic contact for your beer  
**VACUUM INSULATION** keeps beer cold 5 hours  
**18/8 STAINLESS STEEL** won't rust, naturally BPA-free  
**DISHWASHER SAFE**

**TOP PICKS**



**ADVENTURE**  
VACUUM BOTTLE + STEEL FLASK GIFT SET  
25oz & 5oz  
739 mL & 148 mL



**ADVENTURE**  
STACKING VACUUM PINT  
16oz / 473 mL



**CLASSIC**  
VACUUM PINT  
16oz / 473 mL



**ADVENTURE**  
HAPPY HOUR SYSTEM 2X  
20oz SHAKER / 7oz CUPS 2X



**ADVENTURE**  
SHOT GLASS SET  
2oz / 50 mL x4

## DAILY GRIND

# YOUR ALARM GETS YOU UP, WE GET YOU GOING

WE'VE KICK-STARTED OVER 100 YEARS OF MORNINGS, SO WE GET IT: YOU LOVE YOUR COFFEE. FROM CAR TO CAMP, WE'VE GOT THE MUG FOR EVERY ADVENTURE. OUR RANGE OF SIZES, FEATURES, STYLES AND PRICES IS THE MOST COMPLETE IN THE INDUSTRY.

### THE STANLEY DIFFERENCE:

#### LOYAL FOLLOWING

Our classic style drives sales and margin

#### ORIGINATORS OF THERMALWARE

We are the leader in the category

#### BROAD ASSORTMENT

Meets a range of needs and budgets

#### THOUGHTFUL SOLUTIONS

To better enjoy coffee in a variety of ways



## NEW PRODUCT



BACK VIEW



#### ADVENTURE

**STEEL LOCK MUG** 16 oz / 473 mL

🔥 1.5 HRS

❄️ 1.5 HRS

📦 8 HRS

**CAMMING SEAL ARM** creates a leak-proof closure  
**FOLDING LOOP** extends for carrying or clipping to pack  
**WASH POSITION.** Opens wide for deep cleaning  
**SLIDE LOCK** lets you pack with confidence  
**DOUBLE WALL INSULATION** keeps drinks hot or cold for 1.5 hours, or iced 8 hours  
**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**DISHWASHER SAFE**



AVAILABLE IN MATTE BLACK



#### MOUNTAIN

**VACUUM SWITCHBACK™ MUGS**

16 oz / 473 mL & 12 oz / 354 mL

🔥 7 HRS

❄️ 9 HRS

📦 36 HRS

🔥 5 HRS

❄️ 7 HRS

📦 24 HRS

**GRIT GUARD** covers drink surface during travel  
**OVERMOLDED FINGER LOOP** carries with one finger or clips to packs  
**PUSH-BUTTON LID** lets you open, drink, and close with one hand  
**VACUUM INSULATION** keeps drinks hot, cold, or iced for hours  
**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**LEAK PROOF** and fully packable  
**DISHWASHER SAFE;** lid disassembles for deep cleaning  
**CAR CUP COMPATIBLE**

## TOP PICKS



#### CLASSIC

**ONE HAND VACUUM MUGS**

16 oz / 473 mL & 12 oz / 354 mL



#### CLASSIC

**VACUUM CAMP MUG**

16 oz / 473 mL



#### CLASSIC

**STEEL TRAVEL PRESS**

16 oz / 473 mL



#### ADVENTURE

**VACUUM TRAVEL MUG**

16 oz / 473 mL



#### ADVENTURE

**STAINLESS STEEL TRAVEL MUG**

16 oz / 473 mL



#### ADVENTURE

**STAINLESS STEEL CAMP MUG**

16 oz / 473 mL & 12 oz / 354 mL

## OUTDOOR KITCHEN

# TAMING THE WILD ONE MEAL AT A TIME

OUR SPACE-SAVING SYSTEMS MAKE IT EASY TO BRING THE COMFORTS OF HOME COOKING TO CAMP. WITH NEW WAYS TO PACK, PREP, COOK, AND BREW, EVERY OPEN FIRE AND CAMP STOVE BRINGS OUT THE CAMP CHEF IN ALL OF US.

### THE STANLEY DIFFERENCE:

**HIGH QUALITY DURABILITY AND PORTABILITY**  
Without trade-offs in comfort and usability

**RANGE OF SOLUTIONS**  
Varying feature sets and price points to suit any camper's needs

**INTEGRATED NESTING SYSTEMS**  
Save space when packing and storing



## NEW PRODUCT

EXPLODED VIEW



ADVENTURE

COOK + STORE SET 32oz / 946mL

**LEAK-PROOF STORAGE CONTAINERS** with screw-on lids are easy to open and close  
**5-PIECE NESTING SET** saves space when packing and storing  
**LOCKING HANDLE** extends for cooking, folds to save space  
**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**DISHWASHER SAFE**

SET INCLUDES:

- 3 - small 1.5 oz / 44 mL containers
- 1 - medium 13 oz / 384 mL container
- 1 - 32 oz / 946 mL pot + vented lid

EXPLODED VIEW



ADVENTURE

COOK + BREW SET 32oz / 946mL

**MULTIFUNCTIONAL SET** brews, boils, and cooks. Pack less gear and do fewer dishes.  
**VENTED, MELT-RESISTANT NYLON LID** fits on pot and press for thermal efficiency  
**HANDLE FOLDS FLAT** for easy packing, extends to pour  
**NESTING DESIGN** saves space when packing and storing  
**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**DISHWASHER SAFE**

SET INCLUDES:

- 1 - 32oz / 946mL steel pot
- 1 - coffee press
- 1 - vented lid

## TOP PICKS



ADVENTURE

CAMP COOK SET  
24oz / 709mL



ADVENTURE

PREP & COOK SET (1-pot)  
1.58qt / 1.5L



ADVENTURE

PERCOLATOR  
1.1qt / 1L



MOUNTAIN

VACUUM COFFEE SYSTEM  
1.1qt & 17oz  
1L & 503mL



MOUNTAIN

VACUUM FOOD SYSTEM  
20oz / 591mL



MOUNTAIN

COMPACT COOK SET  
24oz / 709mL



**MOUNTAIN**

**VACUUM SWITCHBACK™ MUG**  
16 oz / 473 mL

**GRIT GUARD** covers drink surface during travel  
**OVERMOLDED FINGER LOOP** carries with one finger or clips to packs  
**PUSH-BUTTON LID** lets you open, drink and close with one hand  
**VACUUM INSULATION** keeps drinks hot 7 hours, cold 9 hours, or iced 36 hours  
**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**LEAK PROOF** and fully packable  
**DISHWASHER SAFE**; lid disassembles for deep cleaning  
**CAR CUP COMPATIBLE**

🔥 7 HRS ❄️ 9 HRS 🧊 36 HRS



**MOUNTAIN**

**VACUUM SWITCHBACK™ MUG**  
12 oz / 354 mL

**GRIT GUARD** covers drink surface during travel  
**OVERMOLDED FINGER LOOP** carries with one finger or clips to packs  
**PUSH-BUTTON LID** lets you open, drink and close with one hand  
**VACUUM INSULATION** keeps drinks hot 5 hours, cold 7 hours, or iced 24 hours  
**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**LEAK PROOF** and fully packable  
**DISHWASHER SAFE**; lid disassembles for deep cleaning  
**CAR CUP COMPATIBLE**

🔥 5 HRS ❄️ 7 HRS 🧊 24 HRS



**ADVENTURE**

**STEEL LOCK MUG**  
16 oz / 473 mL

**CAMMING SEAL ARM** creates a leak-proof closure  
**FOLDING LOOP** extends for carrying or clipping to pack  
**WASH POSITION.** Opens wide for deep cleaning\*  
**SLIDE LOCK** lets you pack with confidence  
**DOUBLE WALL INSULATION** keeps drinks hot or cold for 1.5 hours, or iced 8 hours  
**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**DISHWASHER SAFE**

🔥 1.5 HRS ❄️ 1.5 HRS 🧊 8 HRS



**CLASSIC**

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24 oz / 709 mL

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**DISHWASHER SAFE**

❄️ 5 HRS 🧊 36 HRS 🔥 5 HRS



**ADVENTURE**

**COOK + STORE SET**  
32 oz / 946 mL

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**18/8 STAINLESS STEEL** won't rust; naturally BPA-free  
**DISHWASHER SAFE**

**SET INCLUDES:**  
 1 - 32oz / 946mL steel pot  
 1 - coffee press  
 1 - vented lid

**DISCONTINUED PRODUCTS**

**ADVENTURE**

**STAINLESS STEEL PACK MUG**  
16 oz / 473 mL



REPLACED WITH ADVENTURE STEEL LOCK MUG (pg. 04 and shown left)



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NORTH AMERICA +1 (800) 251-4535 EUROPE +31 20794 4840 ASIA +86 21 50366-350

