

**2021  
EMEA**

**STANLEY®**





# 2021 EMEA

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## 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. Tumblers 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.





Go  
SERIES



# INTRODUCING ICEFLOW™

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 18/8 STAINLESS STEEL  
DOUBLE-WALL VACUUM INSULATION

NATURALLY  
BPA FREE

DISHWASHER  
SAFE

BUILT FOR LIFE LIFETIME  
WARRANTY





Go  
SERIES



Go  
SERIES

## 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

12 HRS COLD | 02 DAYS ICED

POLAR	10-09697-007
CHARCOAL	10-09697-008
LAGOON	10-09697-009
SAFFRON	10-09697-010







# THE QUICK-FLIP WATER BOTTLES

The Stanley Quick-Flip Go Water Bottle is 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. On the way to your adventure it rides along fitting in most cup holders. Manufactured using 18/8 stainless steel, this bottle can take a beating and is BPA-free - so your drink stays safe to consume.



## 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

.47 L / 16 OZ

07 HRS COLD | 30 HRS ICED

POLAR	10-09148-024
CHARCOAL	10-09148-025
LAGOON	10-09148-026
SAFFRON	10-09148-027



.7 L / 24 OZ

12 HRS COLD | 40 HRS ICED

POLAR	10-09149-029
CHARCOAL	10-09149-030
LAGOON	10-09149-031
SAFFRON	10-09149-032

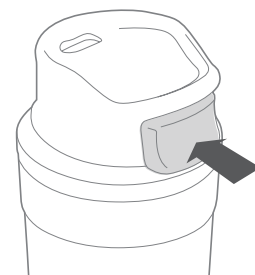








Classic  
SERIES



**ONE PUSH** - TRIGGER-ACTION PUSH  
BUTTON LID MAKES IT EASY TO SIP  
ON-THE-GO WITH NO SPILLING.

# INTRODUCING A NEW TRIGGER ACTION SIZE

Meet your copilot for road trips, work trips, or trips to the outdoors. Our Trigger-Action Travel Mug allows for easy, one-handed drinking with the simple press of a button. No spills. No splashes. No leaks.

**18/8** 18/8 STAINLESS STEEL  
DOUBLE-WALL VACUUM INSULATION

 NATURALLY  
BPA FREE

 DISHWASHER  
SAFE

**BUILT  
FOR LIFE** LIFETIME  
WARRANTY





## 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
- 0.25L fits under most coffee makers

.25 L / 8.5 OZ

03 HRS HOT | 04 HRS COLD | 22 HRS ICED

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



.35 L / 12 OZ

05 HRS HOT | 06 HRS COLD | 26 HRS ICED

HAMMERTONE GREEN	10-09848-006
MATTE BLACK PEBBLE	10-09848-007
POLAR	10-09848-008
NIGHTFALL	10-09848-009
WINE	10-09848-010



## 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
- Leakproof + packable
- Easy-clean lid, dishwasher safe
- Car-cup compatible

.47 L / 16 OZ

07 HRS HOT | 10 HRS COLD | 30 HRS ICED

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







AVAILABLE STARTING FALL 2021



# INTRODUCING NEVERLEAK™

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** 18/8 STAINLESS STEEL  
DOUBLE-WALL VACUUM INSULATION

**NATURALLY**  
BPA FREE

**DISHWASHER**  
SAFE

**BUILT FOR LIFE** LIFETIME  
WARRANTY





# NEVERLEAK™ TECHNOLOGY

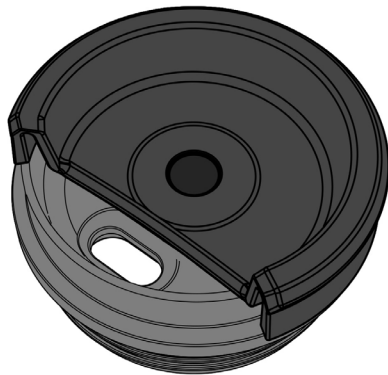
The rotating, 3-position lid is not only easy to use, it's easy to disassemble. You can either wash it by hand or toss it in the dishwasher. We also gave the lid a low-profile design, so it fits neatly inside your bag or backpack.



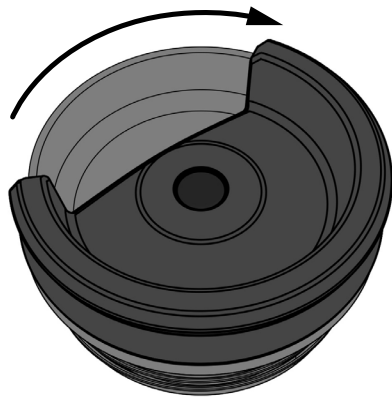
LID DISASSEMBLES FOR EASY CLEANING

AVAILABLE STARTING FALL 2021

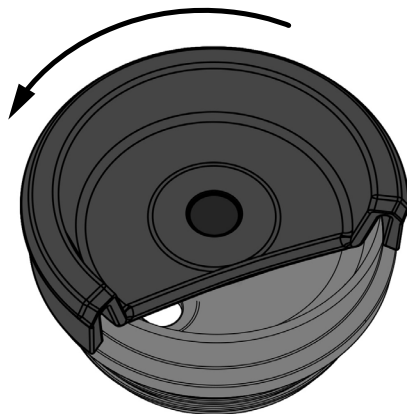
**1** *CLICK INTO OPEN POSITION*  
*For sipping on-the-go*



**2** *ROTATE CLOCKWISE TO*  
*CLICK INTO LOCKED MODE*  
*For a truly leakproof seal*



**3** *ROTATE COUNTER CLOCKWISE TO*  
*CLICK INTO CLEANING MODE*  
*To disassemble 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

.25 L / 8.5 OZ

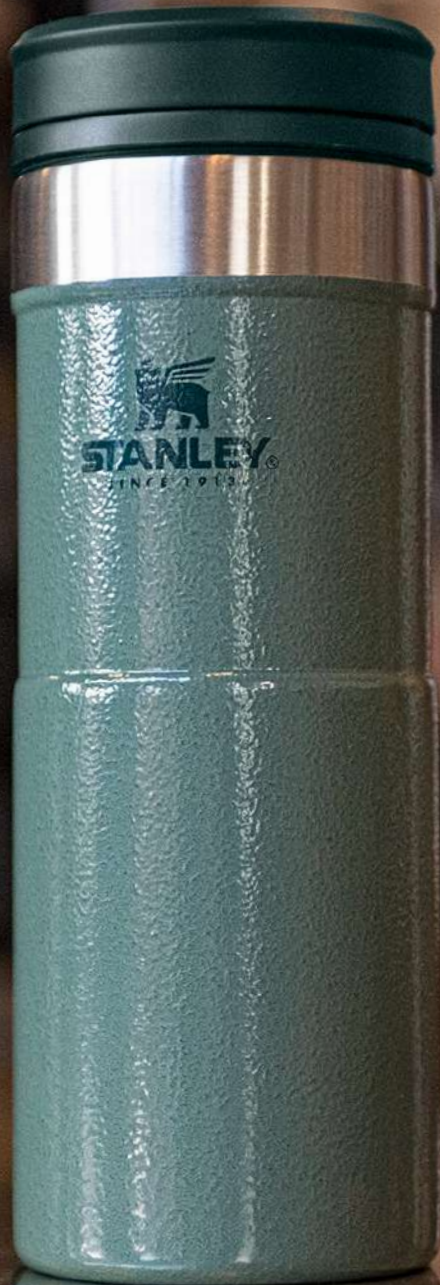
<b>03</b> <i>HRS</i> <i>HOT</i>	<b>04</b> <i>HRS</i> <i>COLD</i>	<b>22</b> <i>HRS</i> <i>ICED</i>
HAMMERTONE GREEN	10-09856-006	
MATTE BLACK PEBBLE	10-09856-007	
HAMMERTONE ICE	10-09856-009	
MAPLE	10-09856-010	

.35 L / 12 OZ

<b>05</b> <i>HRS</i> <i>HOT</i>	<b>06</b> <i>HRS</i> <i>COLD</i>	<b>26</b> <i>HRS</i> <i>ICED</i>
HAMMERTONE GREEN	10-09855-006	
MATTE BLACK PEBBLE	10-09855-007	
HAMMERTONE ICE	10-09855-009	
MAPLE	10-09855-010	

.47 L / 16 OZ

<b>07</b> <i>HRS</i> <i>HOT</i>	<b>10</b> <i>HRS</i> <i>COLD</i>	<b>30</b> <i>HRS</i> <i>ICED</i>
HAMMERTONE GREEN	10-09851-006	
MATTE BLACK PEBBLE	10-09851-007	
HAMMERTONE ICE	10-09851-009	
MAPLE	10-09851-010	



Classic  
SERIES



AVAILABLE AS OF MAY 2021



## THE STAINLESS STEEL COOK SET FOR TWO



- 18/8 stainless steel, BPA-free
- Nests a small canister fuel
- Locking pot handle
- Nesting system
- Dishwasher safe

### 6-PIECE SET INCLUDES:

- 2 Bowls 354 mL / 12 OZ
- 2 Sporks
- 1 Pot 1 L / 1.1 QT
- 1 Vented pot lid

1.0 L / 1.1 QT

STAINLESS STEEL

10-09997-003



AVAILABLE STARTING FALL 2021



## THE EVERYDAY GO TUMBLER



- For all your beverages
- Wine, cocktails, coffee, tea
- 18/8 stainless steel, BPA-free
- Double-wall vacuum insulation
- Tritan™ drink-thru lid
- Non-skid base
- Dishwasher safe

.29 L / 10 OZ

1.5 HRS HOT

05 HRS COLD

20 HRS ICED

HAMMERTONE GREEN  
MATTE BLACK PEBBLE  
WINE

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





# Classic SERIES

## 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.



### CUSTOMER EXPERIENCE

From backyard BBQs to the campsite to the job site, this series offers a wide range of rugged, at-the-ready gear.



CAMPING



BBQ'S



DAYS THAT  
END IN "Y"



TAILGATING

### FEATURES



18/8 STAINLESS STEEL  
DOUBLE-WALL VACUUM INSULATION



NATURALLY  
BPA FREE

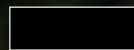


DISHWASHER  
SAFE

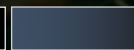


BUILT  
FOR LIFE LIFETIME  
WARRANTY

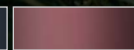
### COLOR SYSTEM



MATTE BLACK  
PEBBLE



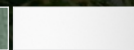
NIGHTFALL



WINE



HAMMERTONE  
GREEN



POLAR



45  
HRS

02  
DAYS

08  
DAYS

### THE LEGENDARY CLASSIC BOTTLE XLARGE 1.9 L / 2 QT

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



20  
HRS

20  
HRS

04  
DAYS

### THE LEGENDARY CLASSIC BOTTLE SMALL .75 L / 25 OZ

HAMMERTONE GREEN 10-01612-027  
MATTE BLACK PEBBLE 10-01612-028  
NIGHTFALL 10-01612-041



20  
HRS

24  
HRS

### THE LEGENDARY FOOD JAR .94 L / 1.0 QT

HAMMERTONE GREEN 10-07937-003  
MATTE BLACK PEBBLE 10-07937-004  
NIGHTFALL 10-07937-019



40  
HRS

45  
HRS

06  
DAYS

### THE LEGENDARY CLASSIC BOTTLE LARGE 1.4 L / 1.5 QT

HAMMERTONE GREEN 10-08265-001  
MATTE BLACK PEBBLE 10-08265-002  
NIGHTFALL 10-08265-006



15  
HRS

15  
HRS

02  
DAYS

### THE LEGENDARY CLASSIC BOTTLE XSMALL .47 L / 16 OZ

HAMMERTONE GREEN 10-01228-072  
MATTE BLACK PEBBLE 10-01228-073  
NIGHTFALL 10-01228-088



15  
HRS

18  
HRS

### THE LEGENDARY FOOD JAR .7 L / 24 OZ

HAMMERTONE GREEN 10-07936-003  
MATTE BLACK PEBBLE 10-07936-004  
NIGHTFALL 10-07936-022



24  
HRS

24  
HRS

05  
DAYS

### THE LEGENDARY CLASSIC BOTTLE 1 LITER 1.0 L / 1.1 QT

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



07  
HRS

07  
HRS

### THE LEGENDARY FOOD JAR + SPORK .4 L / 14 OZ

HAMMERTONE GREEN 10-09382-004  
MATTE BLACK PEBBLE 10-09382-005  
NIGHTFALL 10-09382-006





**07  
HRS**  
**10  
HRS**  
**30  
HRS**

**THE TRIGGER-ACTION  
TRAVEL MUG**

.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



**05  
HRS**  
**06  
HRS**  
**26  
HRS**

**THE TRIGGER-ACTION  
TRAVEL MUG**

.35L / 12 OZ

HAMMERTONE GREEN	10-09848-006
MATTE BLACK PEBBLE	10-09848-007
POLAR	10-09848-008
NIGHTFALL	10-09848-009
WINE	10-09848-010



**03  
HRS**  
**04  
HRS**  
**22  
HRS**

**THE TRIGGER-ACTION  
TRAVEL MUG**

.25L / 8.5 OZ

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



**07  
HRS**  
**10  
HRS**  
**30  
HRS**

**THE NEVERLEAK™  
TRAVEL MUG**

.47 L / 16 OZ

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

AVAILABLE STARTING FALL 2021



**05  
HRS**  
**06  
HRS**  
**26  
HRS**

**THE NEVERLEAK™  
TRAVEL MUG**

.35L / 12 OZ

HAMMERTONE GREEN	10-09855-006
MATTE BLACK PEBBLE	10-09855-007
HAMMERTONE ICE	10-09855-009
MAPLE	10-09855-010

AVAILABLE STARTING FALL 2021



**03  
HRS**  
**04  
HRS**  
**22  
HRS**

**THE NEVERLEAK™  
TRAVEL MUG**

.25L / 8.5 OZ

HAMMERTONE GREEN	10-09856-006
MATTE BLACK PEBBLE	10-09856-007
HAMMERTONE ICE	10-09856-009
MAPLE	10-09856-010

AVAILABLE STARTING FALL 2021



**1.5  
HRS**  
**03  
HRS**  
**15  
HRS**

**THE LEGENDARY  
CAMP MUG**

.35 L / 12 OZ

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



**THE PERFECT-BREW  
POUR OVER**

MAKES 1-6 CUPS

HAMMERTONE GREEN	10-09383-002
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**18  
HRS**  
**24  
HRS**  
**04  
DAYS**

**THE EASY-POUR  
GROWLER**

1.9 L / 64 OZ

HAMMERTONE GREEN	10-01941-067
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**THE EASY-FILL  
WIDE MOUTH FLASK**

.23 L / 8 OZ

HAMMERTONE GREEN	10-00837-126
MATTE BLACK PEBBLE	10-00837-127
POLAR	10-00837-128
NIGHTFALL	10-00837-185
WINE	10-00837-197







## BOLD + FUNCTIONAL

The Go Series features brand new items across hydration and multi-purpose usage. Enjoy the most functional water bottles on the go. Or grab our tumbler to sit back and enjoy anything from wine to coffee.

### TECHNOLOGY



Brings the ideal balance between lightweight, insulation and durability. Innovative lid technologies intuitively solve for adventure and everyday use.

### FEATURES



18/8 STAINLESS STEEL  
DOUBLE-WALL VACUUM INSULATION



NATURALLY  
BPA FREE



DISHWASHER  
SAFE



BUILT FOR LIFE  
LIFETIME WARRANTY



**08 HRS**  
HOT  
**12 HRS**  
COLD  
**40 HRS**  
ICED

THE QUICK FLIP  
WATER BOTTLE  
.7 L / 24 OZ

POLAR  
CHARCOAL  
LAGOON  
SAFFRON

10-09149-029  
10-09149-030  
10-09149-031  
10-09149-032



**05 HRS**  
HOT  
**07 HRS**  
COLD  
**30 HRS**  
ICED

THE QUICK FLIP  
WATER BOTTLE  
.47 L / 16 OZ

POLAR  
CHARCOAL  
LAGOON  
SAFFRON

10-09148-024  
10-09148-025  
10-09148-026  
10-09148-027



**12 HRS**  
COLD  
**02 DAYS**  
ICED

THE ICEFLOW™  
FLIP STRAW WATER BOTTLE  
.65 L / 22 OZ

POLAR  
CHARCOAL  
LAGOON  
SAFFRON

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



**1.5 HRS**  
HOT  
**05 HRS**  
COLD  
**20 HRS**  
ICED

THE EVERYDAY  
GO TUMBLER  
.29 L / 10 OZ

HAMMERTONE GREEN  
MATTE BLACK PEBBLE  
WINE

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

AVAILABLE STARTING FALL 2021

26  BUILT FOR LIFE™



## BUILT FOR LIFE™ LIFETIME WARRANTY

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.





# Adventure SERIES

## 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.

### CUSTOMER EXPERIENCE

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



CAMPING



BBQ'S



DAYS THAT  
END IN "Y"



TAILGATING



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

STAINLESS STEEL 10-02479-025



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

STAINLESS STEEL 10-09997-003



**THE ALL-IN-ONE  
FRY PAN SET**  
.94 L / 32 OZ

STAINLESS STEEL 10-02658-013

AVAILABLE AS OF MAY 2021



**THE BOWL + SPORK  
COMPACT COOK SET**  
.7 L / 24 OZ

STAINLESS STEEL 10-01856-012



**12  
HRS**  
**12  
HRS**

**THE STAINLESS STEEL  
ALL-IN-ONE FOOD JAR**  
.53 L / 18 OZ

STAINLESS STEEL 10-01287-032



**24  
HRS**  
**24  
HRS**  
**05  
DAYS**

**THE STAINLESS STEEL  
VACUUM BOTTLE**  
1.0 L / 1.1 QT

HAMMERTONE GREEN 10-01570-020  
POLAR 10-01570-021



**03  
HRS**  
**04  
HRS**  
**16  
HRS**

**THE SHORTSTACK  
TRAVEL MUG**  
.23 L / 8 OZ

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





THE NESTING  
SHOT GLASS SET

HAMMERTONE GREEN  
MATTE BLACK PEBBLE  
POLAR

10-01705-039  
10-01705-036  
10-01705-037



THE STACKING  
BEER PINT

.47 L / 16 OZ

HAMMERTONE GREEN  
MATTE BLACK PEBBLE  
POLAR

10-02282-057  
10-02282-058  
10-02282-059



HOT

45  
MIN



COLD

04  
HRS



ICED

15  
HRS



THE BIG GRIP  
BEER STEIN

.7 L / 24 OZ

HAMMERTONE GREEN  
MATTE BLACK PEBBLE  
POLAR

10-02874-033  
10-02874-034  
10-02874-035



HOT

01  
HRS



COLD

07  
HRS



ICED

30  
HRS

Master  
SERIES

ULTIMATE + UNRIVALED

For the pro's pro, the toughest of the tough and those who demand the very best, our Master Series offers unrivaled durability and thermal retention. A century of know-how meets state-of-the-art in every detail.

TECHNOLOGY



QUADVAC™  
TECHNOLOGY

Adds a double layer barrier to double wall vacuum insulation. The four-layer QuadVac™ insulation locks in heat or cold better than any other technology out there.

FEATURES



18/8 STAINLESS STEEL  
DOUBLE-WALL VACUUM INSULATION



NATURALLY  
BPA FREE



DISHWASHER  
SAFE



BUILT  
FOR LIFE LIFETIME  
WARRANTY

COLOR SYSTEM



FOUNDRY BLACK



COLD

04  
DAYS

THE COLD-FOR-DAYS  
OUTDOOR COOLER

28.3 L / 30 QT

GREEN  
POLAR

10-01936-038  
10-01936-039



COLD

36  
HRS

THE EASY-CARRY  
OUTDOOR COOLER

15.1 L / 16 QT

GREEN  
POLAR

10-01623-068  
10-01623-123



COLD

27  
HRS

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  
MATTE BLACK PEBBLE  
POLAR

10-01883-034  
10-01883-035  
10-01883-036



HOT

40  
HRS



COLD

35  
HRS



ICED

06  
DAYS

THE UNBREAKABLE  
THERMAL BOTTLE

1.3 L / 1.4 QT

FOUNDRY BLACK

10-02659-015



HOT

20  
HRS



COLD

20  
HRS

THE UNBREAKABLE  
FOOD JAR

.7 L / 24 OZ

FOUNDRY BLACK

10-02894-011



THE UNBREAKABLE  
HIP FLASK

.23 L / 8 OZ

FOUNDRY BLACK

10-02892-020



# 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

# RETAIL SUPPORT

**FLOOR DISPLAY UNITS**



**CUT-OUT DISPLAYS**



THE TRIGGER-ACTION  
TRAVEL MUG 0.47 L / 16 OZ



THE ICEFLOW™  
WATER BOTTLE 0.65 L / 22 OZ



THE QUICK-FLIP  
WATER BOTTLE 0.47 L / 16 OZ



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

Please contact your account manager for details.





# 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:  
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