

Stanley Directory

WHAT'S INSIDE

04 **Brand Intro** 06 Sustainability Tech & Innovation 80 10 Categories

HYDRATE

Persona Intro: Modern Active 12 Aerolight™ Iceflow 14 IceFlow™ 18 Quick-Flip 22 24 Trigger-Action Persona Intro: Open Mind 26 All Day Slim 28 Aerolight™ Transit 32 Rose Quartz Colour 36

ORIGINALS Legendary 38 Adventure To-Go 42 43 Artisan CAFÉ 44 BAR 45 **CAMP** 46 **MOBILITY & STORAGE** 47









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

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™

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 stainless-steel 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% post-consumer 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





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.







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 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.

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.





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.

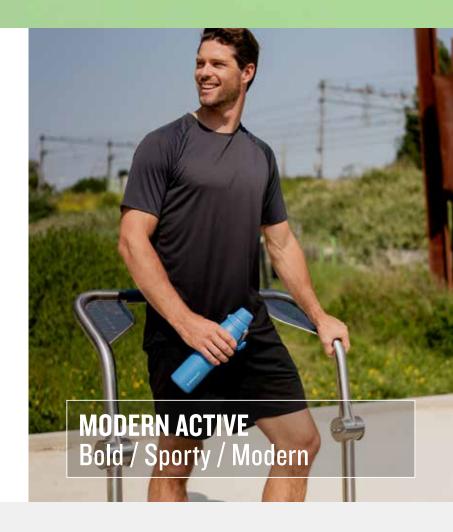
When transporting good food or drink is the goal, our innovative storage solutions are designed to keep food and beverages appropriately chill for the task at hand. From beach trips or backyard cookouts to camping out, our collection is shaped and streamlined to embrace and enliven the entire world outside.



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.

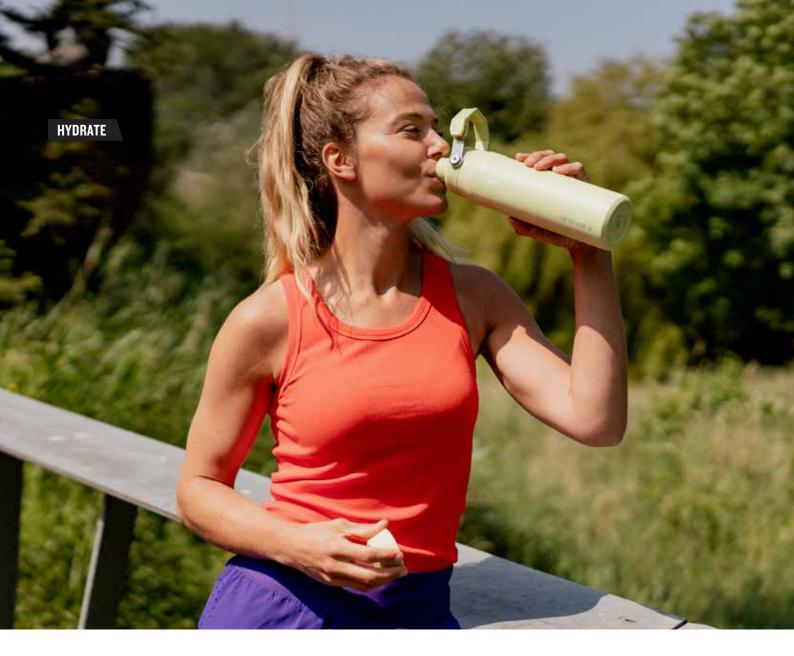
They are social and love to have the latest outdoor tech and innovation, for use in their outside, urban environment. They appreciate functionality and performance but keep up with modern trends and moods.











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



BPA FREE



RECYCLED 18/8 STAINLESS STEEL



LEAKPROOF + FAST FLOW LID



DISHWASHER SAFE



THE AEROLIGHT $^{\mathsf{TM}}$ iceflow bottle fast flow 0.6 L / 20 Oz

10 HOURS

2 DAYS



BLACK
FROST
TIGERLILY PLUM
AZURE
LILAC
CITRON

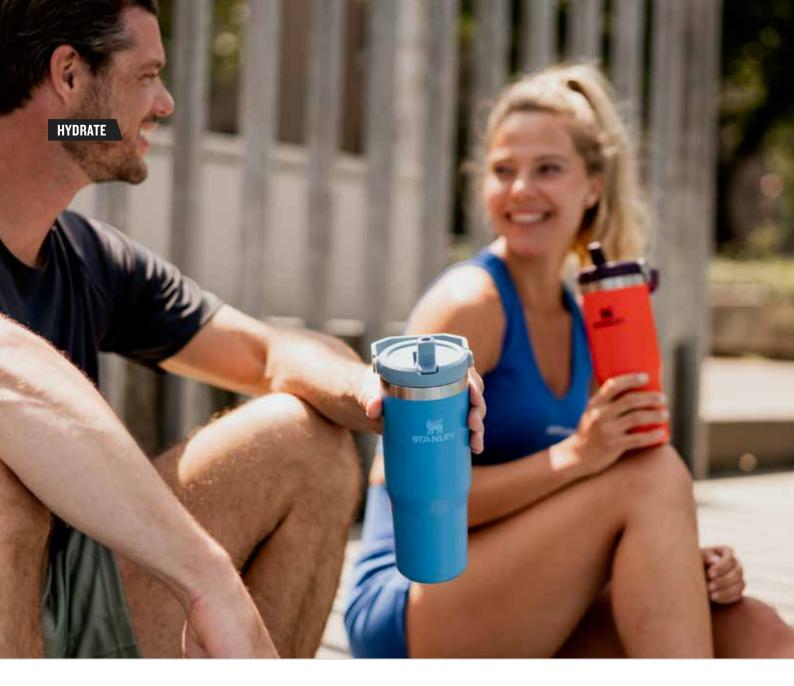
10-12515-001 10-12515-002 10-12515-003 10-12515-004 10-12515-005 10-12515-006

DIAMETER: 7.0 CM HEIGHT: 29.0 CM WEIGHT: 384 G









WHEREVER YOU GO ...

HYDRATE WITH ICEFLOW™

The IceFlowTM 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 IceFlowTM series is the perfect choice for all. Stay healthy, stay hydrated.



18/8 FOOD-GRADE STAINLESS STEEL



BPA FREE



DOUBLE-WALL VACUUM INSULATION



DISHWASHER SAFE



LEAKPROOF + FLIP STRAW



THE ICEFLOW $^{\!\scriptscriptstyle\mathsf{TM}}$ flip straw tumbler 0.89 L / 30 OZ

12 HOURS COLD

 $48 \; ^{\text{HOURS}}_{\text{ICED}}$



FROST
ROSE QUARTZ
CITRON
LILAC
AZURE
TIGERLILY PLUM
CHARCOAL

10-0993-407 10-0993-196 10-0993-197 10-0993-312 10-09993-313 10-09993-314 10-09993-194

DIAMETER: 10.4 CM HEIGHT: 24.8 CM WEIGHT: 600 G





CAR CUP COMPATIBLE

WIDE OPENING FOR ICE AND EASY CLEANING





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.



18/8 FOOD-GRADE STAINLESS STEEL



CUP HOLDER COMPATIBLE



DOUBLE-WALL VACUUM INSULATION



DISHWASHER SAFE



LEAKPR00F

THE QUICK-FLIP **Water Bottle** 0.47 L / 16 OZ

5 HOURS

7 HOURS

30 HOURS













CHARCOAL
SAFFRON
CITRON
SHALE
AZURE
TIGERLILY PLUM

10-09148-025 10-09148-027 10-09148-071 10-09148-072 10-09148-095 10-09148-096

DIAMETER: 7.6 CM HEIGHT: 20.3 CM WEIGHT: 320 G



THE QUICK-FLIP water bottle $0.7\,L$ / $24\,OZ$

8 HOURS

12 HOURS COLD

40 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.



18/8 FOOD-GRADE STAINLESS STEEL



BPA FREE



DOUBLE-WALL VACUUM INSULATION



TRIGGER-ACTION



LEAKPROOF + PACKABLE



DISHWASHER SAFE

THE TRIGGER-ACTION TRAVEL MUG 0.25 L / 8.5 OZ

3 HOURS

4 HOURS

22 HOURS









HAMMERTONE GREEN
MATTE BLACK PEBBLE
NIGHTFALL
WINE

10-09849-009 10-09849-010 10-09849-012 10-09849-013

DIAMETER: 6.8 CM HEIGHT: 16.9 CM WEIGHT: 240 G



THE TRIGGER-ACTION **travel mug** 0.35 L / 12 OZ

5 HOURS

6 HOURS

26 HOURS



HAMMERTONE GREEN 10-09848-006
MATTE BLACK PEBBLE 10-09848-007
NIGHTFALL 10-09848-009
WINE 10-09848-010
HAMMERTONE LAKE 10-09848-051
CHARCOAL 10-09848-052
ASH 10-09848-053
SAFFRON 10-09848-055
SHALE 10-09848-055
ROSE QUARTZ 10-09848-068
AZURE 10-09848-069
TIGERLILY PLUM 10-09848-071

DIAMETER: 6.8 CM HEIGHT: 20.9 CM WEIGHT: 280 G

THE TRIGGER-ACTION **Travel Mug** 0.47 L / 16 OZ

7 HOURS

10 HOURS

30 HOURS











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 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.



RECYCLED 18/8 STAINLESS STEEL



DOUBLE-WALL VACUUM INSULATION



LEAKPROOF + PACKABLE



BPA FREE



CUP HOLDER COMPATIBLE



DISHWASHER SAFE



THE ALL DAY **SLIM BOTTLE** $0.6\,L$ / $20\,OZ$

04 HOURS COLD

HOURS ICED

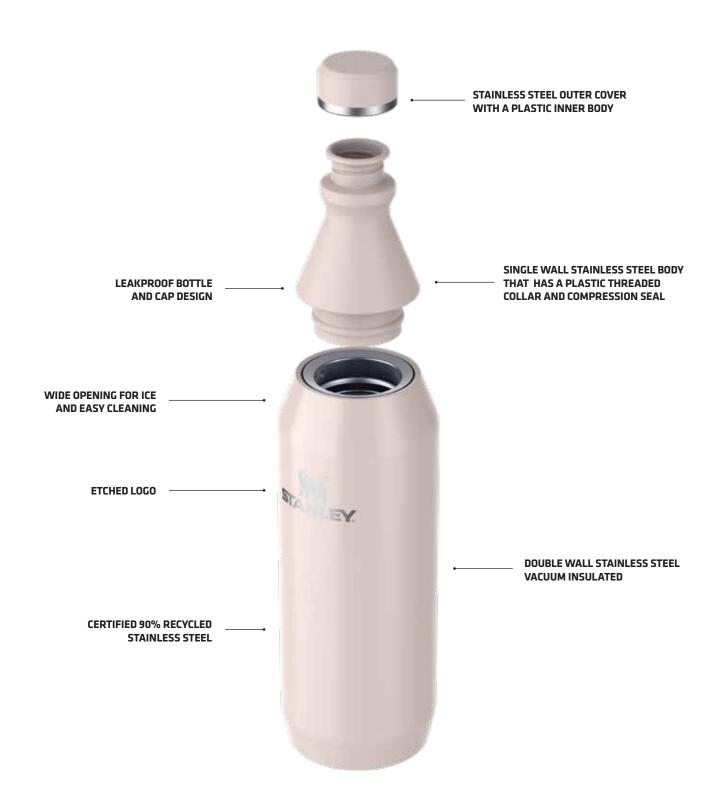


ROSE QUARTZ
CREAM
SHALE
BLACK

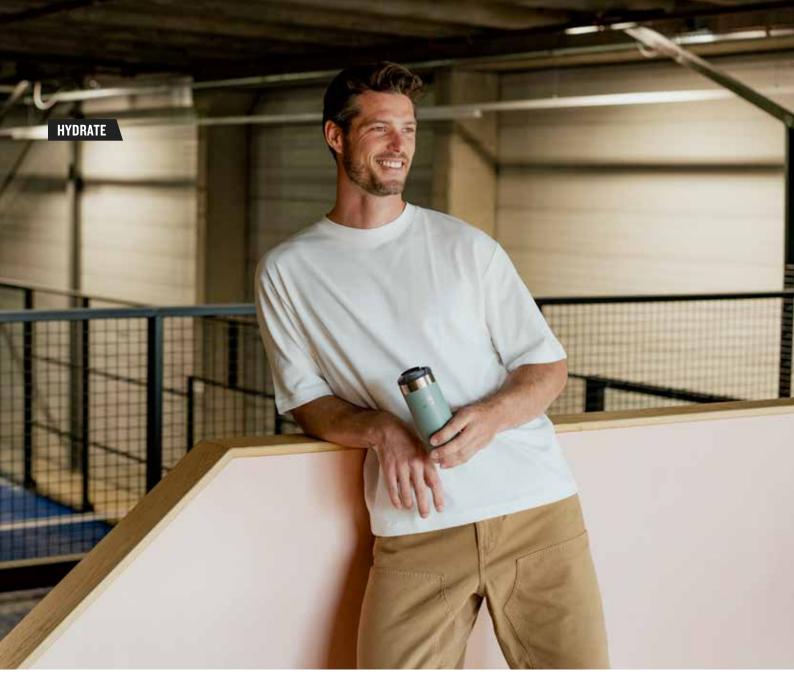
10-12069-021 10-12069-022 10-12069-023 10-12069-024

DIAMETER: 7.0 CM HEIGHT: 27.0 CM WEIGHT: 302 G









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 comfortably in car cup holders.



AEROLIGHT™ INSULATION



DRINK-THRU LID



DOUBLE-WALL VACUUM INSULATION



LIGHT + TOUGH



LEAKPROOF + PACKABLE



DISHWASHER SAFE



18/8 FOOD-GRADE STAINLESS STEEL

THE AEROLIGHT TRANSIT MUG 0.35 L / 12 OZ

4 HOURS

6 HOURS 20 HOURS













CREAM METALLIC ROSE QUARTZ METALLIC
FOG METALLIC
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

10-10787-178 10-10787-120 10-10787-119 10-10787-179 10-10787-149

10-10787-121

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

THE AEROLIGHT TRANSIT MUG 0.47 L / 16 OZ

6 HOURS

8 HOURS 30 HOURS













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

DIAMETER: 6.9 CM HEIGHT: 20.2 CM WEIGHT: 240 G









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.





LEAKPROOF + PACKABLE







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

THE STAY-HOT **Camp Mug** 0.35 L / 12 OZ

THE LEGENDARY Food Jar + Spork 0.4 L / 14 OZ THE TRIGGER-ACTION TRAVEL MUG 0.35 L / 12 OZ









ROSE QUARTZ

10-01612-063

ROSE QUARTZ

10-09366-271

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.



RECYCLED 18/8 STAINLESS STEEL



DOUBLE-WALL INSULATION





INSULATED LID DOUBLES AS CUP

THE LEGENDARY CLASSIC BOTTLE 2.3 L / 2.5 OT

48 HOU **HOURS** 48 HOURS

DAYS 10 DAYS

THE LEGENDARY CLASSIC BOTTLE 1.9 L / 2.0 OT 45 HOT

40 HOUR HOURS HOURS 08 DAYS DAYS THE LEGENDARY CLASSIC BOTTLE 1.4 L / 1.5 OT

38 HOU HOT HOURS 35 HOUR COLD HOURS

06 DAYS



HAMMERTONE GREEN

10-08265-001

HAMMERTONE GREEN

10-07935-044

HAMMERTONE GREEN

10-07934-003

THE LEGENDARY CLASSIC BOTTLE 1.0 L / 1.1 QT

26 HOU HOURS **HOURS** COLD

05 DAYS DAYS



















HAMMERTONE GREEN HAMMERTONE GREEN
MATTE BLACK PEBBLE
NIGHTFALL
CHARCOAL
HAMMERTONE LAKE
ASH
BLAZE ORANGE
COUNTRY DNA MOSSY OAK

10-08266-001 10-08266-001 10-08266-002 10-08266-017 10-08266-059 10-08266-060 10-08266-032 10-08266-031

THE LEGENDARY CLASSIC BOTTLE 0.75 L / 25 OZ

HOURS HOT

HOURS COLD

04 DAYS















HAMMERTONE GREEN MATTE BLACK PEBBLE NIGHTFALL HAMMERTONE LAKE CHARCOAL ASH ROSE QUARTZ

10-01612-027 10-01612-028 10-01612-041 10-01612-060 10-01612-061 10-01612-062 10-01612-063

THE LEGENDARY CLASSIC BOTTLE 0.47 L / 16 OZ

HOURS HOT

5 HOURS

02 DAYS



■ HAMMERTONE GREEN

10-01228-072



ORIGINALS

THE LEGENDARY FOOD JAR 0.7 L / 24 OZ

15 HOURS

15 HOURS COLD



HAMMERTONE GREEN

10-07936-003

THE LEGENDARY FOOD JAR + SPORK 0.4 L / 14 OZ

07 HOURS

07 HOURS















HAMMERTONE GREEN
MATTE BLACK PEBBLE
NIGHTFALL
HAMMERTONE LAKE

10-09382-004 10-09382-005 10-09382-006 10-09382-081 CHARCOAL ASH ROSE QUARTZ 10-09382-082 10-09382-083 10-09382-106

THE LEGENDARY **USEFUL BOX**



HAMMERTONE GREEN

10-10668-001

THE LEGENDARY **CLASSIC LUNCHBOX** $9.5\ L$ / $10\ QT$

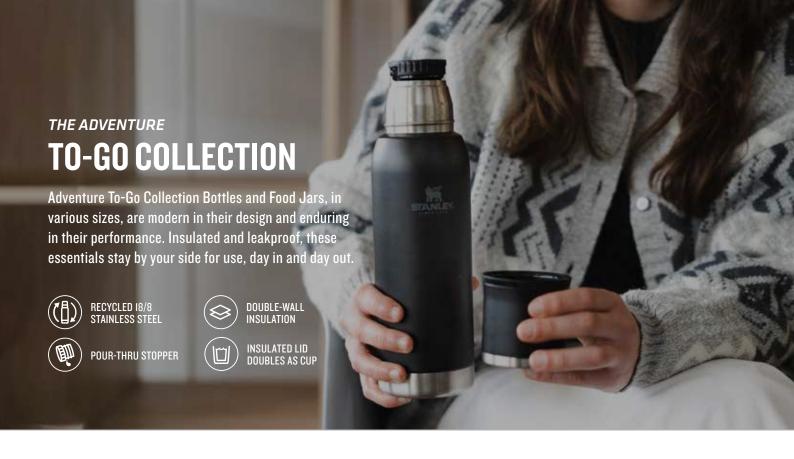


HAMMERTONE GREEN

10-01625-003







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

25 HOURS

27 HOURS COLD

05 DAYS



POLAR ABYSS BLACK

10-10819-008 10-10819-009 10-10819-010

DIAMETER: 8.8 CM 30.3 CM WEIGHT:

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

06 HOURS

06 HOURS







ABYSS BLACK

10-10836-007 10-10836-008 10-10836-009

DIAMETER: 10 13.5 CM 360 G HEIGHT: WEIGHT:

THE ADVENTURE **TO-GO BOTTLE** 0.75 L / 25 OZ

20 HOURS

25 HOURS COLD

04 DAYS



POLAR ABYSS **BLACK**

10-10818-008 10-10818-009 10-10818-010

DIAMETER: 8.1 CM HEIGHT: 27.8 CM WEIGHT: 510 G WEIGHT:

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

04 HOURS

04 HOURS







POLAR ABYSS BLACK

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



SIGNATURE THERMAL ESSENTIALS

ARTISAN COLLECTION

Drawing on over 100 years of experience, The Artisan combines premium performance, unrivaled thermal retention and modern details with Stanley's Legendary durability and style.



RECYCLED 18/8 STAINLESS STEEL

SOFT SILICON BASE



QUADVAC™ INSULATION



LIFETIME WARRANTY

THE ARTISAN THERMAL BOTTLE 1.4 L / 1.5 QT

38 HOURS

38 HOURS COLD

06 DAYS

THE ARTISAN THERMAL BOTTLE 1.0 L / 1.1 QT

35 HOURS

37 HOURS

05 DAYS

10-11428-004

10-11428-005

THE ARTISAN THERMAL FOOD JAR $0.50\ L$ / $17\ OZ$

13 HOURS

14 HOURS



HAMMERTONE GREEN
BLACK MOON

DIAMETER: 11.3 CM HEIGHT: 33.3 CM WEIGHT: 1140 G 10-11429-004 10-11429-005



HAMMERTONE GREEN
BLACK MOON

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



HAMMERTONE GREEN
BLACK MOON

DIAMETER: 10.2 CM HEIGHT: 20 CM WEIGHT: 710 G



10-11426-004 10-11426-005 THE STAY-HOT **CAMP MUG** 0.35 L / 12 OZ

1.5 HOURS

03 HOURS | 15 HOURS















HAMMERTONE GREEN
MATTE BLACK PEBBLE
NIGHTFALL

10-09366-005 10-09366-006 10-09366-007

HAMMERTONE LAKE

10-09366-171 10-09366-172

ASH ROSE QUARTZ

10-09366-173 10-09366-271

THE STAY-HOT **French press** 1.4 L / 48 OZ

04 HOURS

09 HOURS 24 HOURS

The Perfect-Brew pour over $0.59\,L$ / $20\,OZ$



HAMMERTONE GREEN

10-02888-048



HAMMERTONE GREEN

10-09383-002





BAR

THE STACKING TUMBLER 0.47 L / 16 OZ

04 HOURS | 15 HOURS







10-02282-057 10-02282-249



CHARCOAL ASH



10-02282-250 10-02282-251

THE EVERYDAY **go tumbler** .29L / 10 OZ

1.5 HOURS

05 HOURS 20 HOURS



HAMMERTONE GREEN

10-10292-001

THE EASY-FILL **wide mouth flask** .23L / 8OZ



HAMMERTONE GREEN
BLAZE ORANGE
COUNTRY DNA MOSSY OAK

10-00837-126 10-00837-245 10-00837-244

THE NESTING SHOT GLASS SET



HAMMERTONE GREEN

10-01705-039



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.OL / 1.1QT



STAINLESS STEEL

10-09997-003

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 favourite Stanley bottle to the lid.

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

04 DAYS

H. H.

STANLEY GREEN

10-01936-062

THE EASY-CARRY OUTDOOR COOLER 15.1 L / 16 QT

36 HOURS



STANLEY GREEN

10-01623-197

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

27 HOURS



STANLEY GREEN

10-01622-147



Contact Details

Burton McCall Limited 163 Parker Drive. Leicester. LE4 0JP

Tel Main Switchboard: 0116 234 4600

www.burton-mccall.co.uk

f @BTNMCCALL

@@burtonmccallitd

Sales Office

Tel: 0116 234 4611/4622

Email: sales@burton-mccall.co.uk

Customer Services

Tel: 0116 234 4646

Email: customer.services@burton-mccall.com

