BRÜMATE

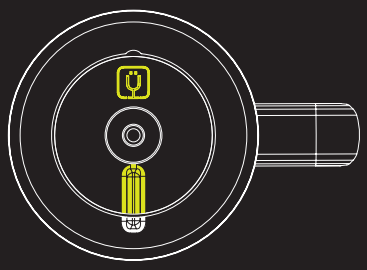
Era

Leakproof Straw Tumbler

Made for stress-free sips. Say hello to a new Era of hydration - one free of leaks and spills, and full of your favorite ice-cold beverages that follow you throughout your daily journey and enhance every moment along the way. Below you'll find a few tips + tricks on how to get the most out of your Era.

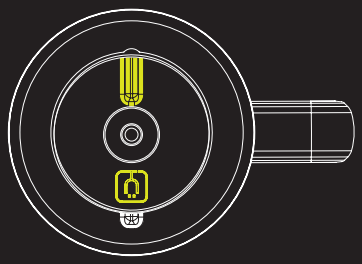
Ü-Turn™ Lid

The Ü-Turn™ lid has three modes: open, locked + 100% leakproof, and centered for straw removal.



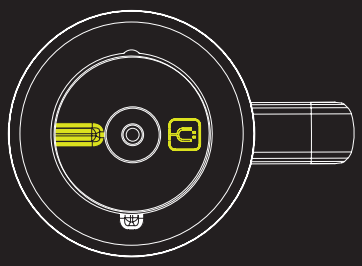
Open

Straw is in the "open" position + you're able to sip.



Locked + 100% Leakproof

Turn + line up the mode indicator on the lid with the cutout to place the straw in the leakproof "locked" position.



Centered For Straw Removal

Turn halfway + pull on straw to remove center piece for easy cleaning.

Era Tumblers are 100% leakproof with cold beverages and carbonated beverages with ice when in the locked position. When using it with carbonated beverages, on an airplane or at high altitudes, pressure will build up inside and may escape through the straw upon unlocking. To alleviate the pressure and prevent this from happening, slowly turn the mode indicator to the left until you hear a complete release before opening all the way.

To clean your lid, ensure that you remove the ColdKey™ metal straw by turning it to the left and pulling it out. Additionally, twist the mode indicator on the lid to the center position and pull it to remove the top straw assembly. The silicone straw and lid gasket can be disassembled and removed for thorough cleaning as well.

WARNING: Do not use your Ü-Turn™ lid in the locked position with hot beverages as pressure will build up and hot liquid may expel from the tops or sides. Hot beverages should only be used in the open position.

Temperature Retention

The Era series will keep ice for 24+ hours. The more ice you use, the longer it'll stay cold. To maximize ice-retention we recommend filling it up with at least 50% ice.

The Era series will keep your drinks warm for over 8 hours.

WARNING: Using hot beverages with a straw poses a scalding risk. The Era series will keep your drinks very hot for extended periods of time. Liquid drawn up into the straw from the bottom of your cup will be hotter than liquid out at the top. To prevent accidental injury, never use your Era with liquids hot enough to scald and ensure your drink is at a sippable temperature before drinking it.