

# PMI Expands Aladdin Hydration, Thermal Beverageware Lines

NEW YORK – Pacific Market International introduced new hydration and thermal beverage lines under its Aladdin brand at the New York International Gift Fair, here. The company will also be showcasing the product at the upcoming International Home + Housewares Show in Chicago.

Aladdin's To-Go Tumbler features a reusable straw and lid on a BPA-free clear plastic cup. Its double-wall design keeps drinks cold and keeps hands dry by eliminating condensation. It is dishwasher safe and it has a suggested retail of \$9.99.

Also in the hydration category, Aladdin featured its 24-ounce Clutch Water Bottle. Made of stainless steel, it features a BPA-free plastic top that flips up, allowing the user to sip through the built-in straw. The bottle is also designed to be car-cup holder friendly, and according to the company, it is "leak-proof." It has a suggested retail of \$13.

New from its Sustain line is its Aladdin Transform Recycled and Recyclable Mug. It is made from its eCycle material, 100% recycled food grade polypropylene containing 25% post consumer content. The mug is also fully recyclable where #5 recycled plastic is collected. It is dishwasher and microwave safe, as well as car cup holder friendly. It also features a snap-shut lid, so that the user can "flip and sip." It is available in a 12-ounce mug or travel mug and a 16-ounce travel mug. It has a suggested retail of \$8.99.

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*New to the Aladdin lineup are, top to bottom, the Clutch Stainless Steel Water Bottle, the To-Go Tumbler and the Sustain Transform Mug.*

