



Fall '24

Workbook Housewares Europe

**Make what you love.
Love what you make.**

We were born out of a love for being outdoors.
In the green and wild spaces.
In the air and sand and sun.
In the everyday and epic adventures.

Every piece of gear we design is made to let
others experience what we think are some of
the most meaningful moments in life.

Our durable and thoughtful pieces will take
care of you for many years and many journeys
to come.

Every time you get the chance,

Let's Go!™



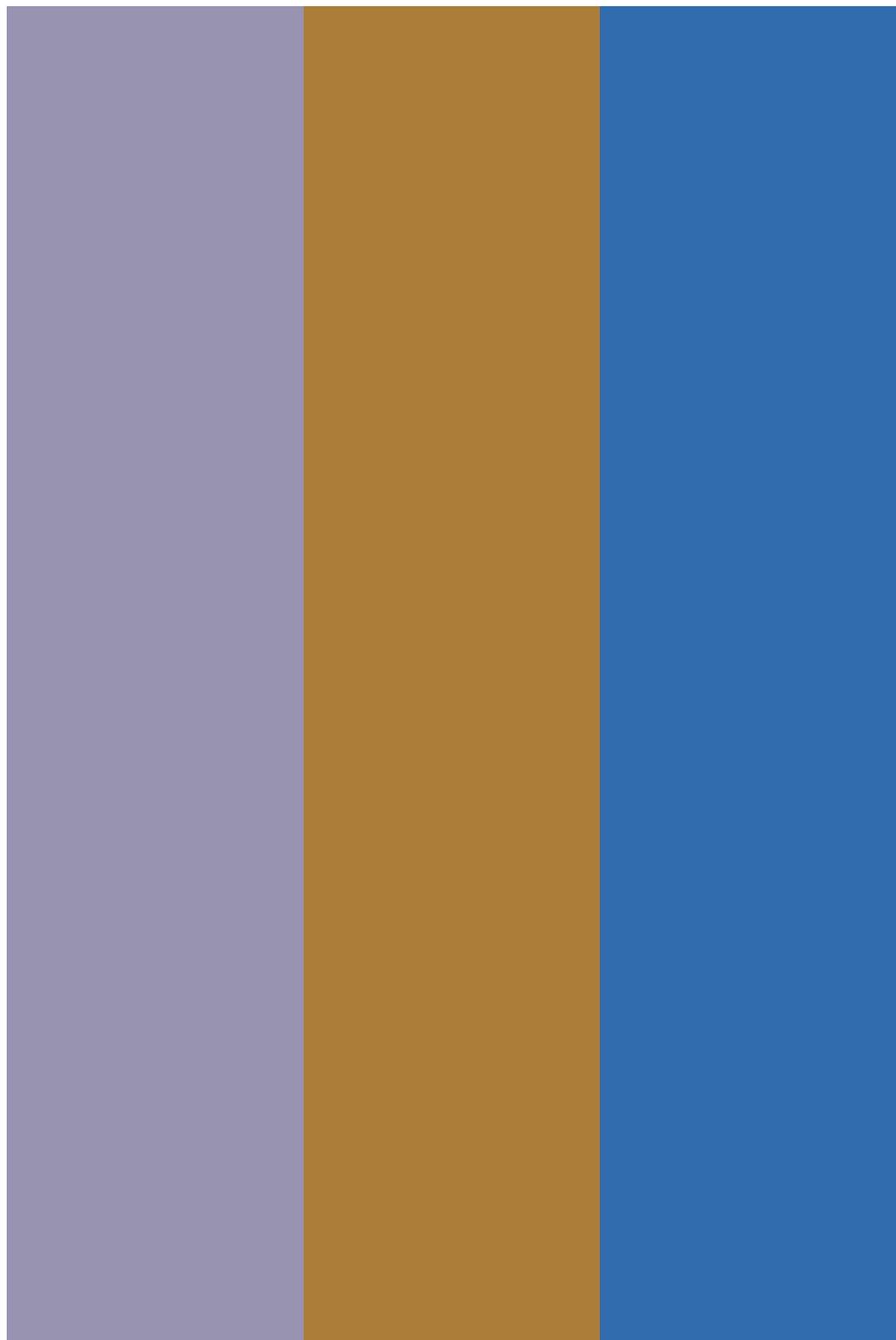


CONTENTS

Colour Story.....	4
Hard Goods	6
Fall '24 Colours.....	6
What's New in Hard Goods.....	8
Hydration Overview.....	10
Products	12
Hydration.....	12
› Wide Mouth.....	12
› Standard Mouth.....	14
All Around™ Tumblers.....	15
Mugs.....	16
French Press.....	17
Tea Infuser.....	17
Insulated Food Jars.....	18
Accessories	21
Cleaning Accessories.....	21
Bottle Accessories.....	22
Drinkware Accessories.....	24
Kids	26
Soft Goods	30
Products	32
Soft Coolers.....	32
Ice Packs.....	32
Insulated Totes.....	33
Product SKUs & Available Colours	34

#HydroColour

Outside is our favourite colour, and at Hydro Flask, we adore it. Our palettes are inspired by our love of the outdoors, always with an eye to emerging trends, ensuring we're launching the right colours at the right time. Our design team never stops innovating the colours for our products, inspired by nature, adventure, destinations and experiences.





Fall '24 Colours

Hard Goods



Moonshadow



Fossil



Trillium



Cascade



Agave



Indigo

White

Stone

Black

Hydro Flask Difference



Temperature

TempShield® double-wall vacuum insulation protects temperature for hours.



Taste

Made with 18/8 pro-grade stainless steel for durability, pure taste and no flavor transfer.



Transport

Flexible, comfortable and easy to carry throughout your day.



BPA-Free

All of our products are BPA-Free

Hard Goods

What's New

32 OZ WIDE MOUTH TRAVEL BOTTLE

We made your favorite Hydro Flask bottle even better with a more cupholder-friendly design. The same durability and award-winning insulation keeps drinks cold for 24 hours. The tapered bottom mirrors the popular All Around™ Tumbler base, so it is right at home on the open road. Available with the Flex Straw Cap.



TempShield®

Double-wall vacuum insulation keeps beverages cold for 24 hours, hot for 12



Leakproof

Leakproof when closed



Pro-grade stainless steel

For durability, pure taste and no flavor transfer



Cupholder compatible

Fits most cupholders



Dishwasher safe

Stays clean and colourful



Flex Straw Cap

Closeable straw



32 oz Travel Bottle with Flex Straw Cap

Page 12



Overview



18 oz Standard Mouth with Flex Cap



21 oz Standard Mouth with Flex Cap



21 oz Standard Mouth with Flex Straw Cap



24 oz Standard Mouth with Flex Cap



32 oz Wide Mouth with Flex Cap



32 oz Wide Mouth with Flex Straw Cap



40 oz Wide Mouth with Flex Cap



64 oz Wide Mouth with Flex Cap



**12 oz Wide Mouth
with Flex Sip™ Lid**



**16 oz Wide Mouth
with Flex Sip™ Lid**



**12 oz All Around™
Tumbler**



**16 oz All Around™
Tumbler**



12 oz Mug



**32 oz Travel Bottle
with Flex Straw Cap**



**32 oz All Around™
Travel Tumbler**



**40 oz All Around™
Travel Tumbler**

Wide Mouth with Flex Cap

Refreshment for any adventure, our Wide Mouth bottles are fan favourites and the perfect sizes to take every time, everywhere.

Features:

- TempShield® double-wall vacuum insulation
- Flex Cap is leakproof when closed
- Honeycomb™ Insulated Cap for maximum temperature retention
- Made with 18/8 pro-grade stainless steel
- Color Last™ powder coat
- Wide Mouth opening is ice cube friendly
- Bottle fits most backcountry water filters
- BPA-Free
- Dishwasher safe



**32 oz
Wide Mouth**

**40 oz
Wide Mouth**

**64 oz
Wide Mouth**

Wide Mouth with Flex Straw Cap

Our Wide Mouth water bottle paired with our leakproof Flex Straw Cap is easy to fill and easy to drink. Open it up, add some ice, and flip to sip.

Features:

- TempShield® double-wall vacuum insulation
- Insulated Flex Straw Cap is leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Wide Mouth opening is ice cube friendly
- Color Last™ powder coat
- Bottle fits most backcountry water filters
- BPA-Free
- Dishwasher safe
- Flex Straw Cap not intended for use with hot liquids



**32 oz
Wide Mouth
with Flex Straw Cap**

32 oz Travel Bottle with Flex Straw Cap

We made your favorite Hydro Flask bottle even better with a more cupholder-friendly design. The same durability and award-winning insulation keeps drinks cold for 24 hours. The tapered bottom mirrors the popular All Around™ Tumbler base, so it is right at home on the open road.

Features:

- TempShield® double-wall vacuum insulation
- Insulated Flex Straw Cap is leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Color Last™ powder coat
- Fits most backpacks and some vehicle cup holders
- BPA-Free
- Dishwasher safe
- Flex Straw Cap not intended for use with hot liquids



**32 oz Travel Bottle
with Flex Straw Cap**

Standard Mouth with Flex Cap

Designed to go where you go, our Standard Mouth bottles are ideal for sipping while still accommodating ice cubes.

Features:

- TempShield® double-wall vacuum insulation
- Flex Cap is leakproof when closed
- Honeycomb™ Insulated Cap for maximum temperature retention
- Made with 18/8 pro-grade stainless steel
- Color Last™ powder coat
- Fits most backpack and vehicle cup holders
- BPA-Free
- Dishwasher safe



18 oz
Standard Mouth



21 oz
Standard Mouth



24 oz
Standard Mouth

Standard Mouth with Flex Straw Cap

Our Standard Mouth water bottle paired with our leakproof Flex Straw Cap is easy to fill and easy to drink. Fill or refill and flip to sip.

Features:

- TempShield® double-wall vacuum insulation
- Insulated Flex Straw Cap is leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Color Last™ powder coat
- Fits most backpack and vehicle cup holders
- BPA-Free
- Dishwasher safe
- Flex Straw Cap not intended for use with hot liquids



21 oz
Standard Mouth
with Flex Straw Cap

All Around™ Travel Tumbler

The All Around™ Travel Tumbler is in it for the joyride of life, to hydrate more and refill less. A very comfortable, extremely durable handle takes it to the next level, and the two sizes fit everywhere, including most cupholders. TempShield® double-wall insulation ensures cold stays cold, and the flexible straw is easy to clean.

Features:

- Snug, secure, splash-resistant Press-In Straw Lid
- Flexible straw
- Strong, ergonomic handle
- Color Last™ powder coat
- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- Fits most cupholders
- BPA-Free
- Dishwasher safe



32 oz
All Around™
Travel Tumbler

40 oz
All Around™
Travel Tumbler

All Around™ Tumbler

Our All Around™ Tumbler is ready for morning brews or microbrews, keeping beverages cold or hot for hours. The Closeable Press-In Lid slides snugly shut to keep splashes at bay. The All Around™ Tumbler is incredibly comfy to hold and are easy to fill, sip and savour.

Features:

- Closeable Press-In Lid keeps splashes at bay and controls temps
- Tapered design is comfy to hold and fits most cupholders
- Color Last™ powder coat
- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- BPA-Free
- Dishwasher safe



12 oz
All Around™
Tumbler

16 oz
All Around™
Tumbler

Mug

The insulated mug keeps coffee hot for hours—cocoa, tea and toddies, too. Refillable, reusable and sized for the perfect cup, it has a spill-stopping insulated Closeable Press-In Lid and TempShield™ insulation to hold the heat.

Features:

- Closeable Press-In Lid keeps splashes at bay and controls temps
- Soft Touch Exterior is easy and comfy to hold
- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- BPA-Free



**12 oz
Mug**

Wide Mouth with Flex Sip™ Lid

Designed with hot drinks in mind, our Wide Mouth bottles with Flex Sip™ Lids are cupholder compatible and leakproof. This insulated, stainless steel bottle is ideal for coffee, tea or your favourite beverage, while keeping hot drinks hot and cold drinks cold.

Features:

- TempShield® double-wall vacuum insulation
- Flex Sip™ Lid is leakproof when closed and designed for transporting hot beverages
- Made with 18/8 pro-grade stainless steel
- Color Last™ powder coat
- Wide Mouth opening is ice cube friendly
- Bottle fits most backcountry water filters
- BPA-Free
- Dishwasher safe



**12 oz
Wide Mouth with
Flex Sip™ Lid**



**16 oz
Wide Mouth with
Flex Sip™ Lid**

32 oz Insulated French Press

Hydro Flask insulation technology matched with a classic French press makes a great wake-up call. The mesh filter expertly strains out fine particles and the Press-In Lid allows for non-directional pouring. It's always a good morning when your brew stays at the right temperature for hours.

Features:

- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- Easy to use, non-directional press-in lid
- Mesh filter expertly strains fine particles
- Ergonomic, soft touch handle is comfortable to hold and pour
- Easy and accurate pouring
- BPA-Free
- Dishwasher Safe



32 oz
Insulated French Press

Tea Infuser

Our Tea Infuser fits perfectly in all Hydro Flask mugs and tumblers so you can steep it and sip it. With a capacity of up to 16 oz (453 g) of tea, leaves are treated to an optimal expansion zone while the etched openings keep fine leaves contained.

Features:

- Compatible with the Hydro Flask mug & tumbler
- Made with 18/8 pro-grade stainless steel
- Etched holes keep fine tea leaves contained
- Dual function lid keeps heat in when brewing and serves as a drip tray
- Silicone touchpoints remain cool to the touch
- Large basket capacity to make 16 ounces (453 g) of tea with room for optimal leaf expansion
- Dishwasher Safe



Tea Infuser

Insulated Food Jars

Our 12 oz, 20 oz and 28 oz Insulated Food Jars keep food fresh, no matter where the day takes you.

Features:

- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Easy grip lid
- Color Last™ powder coat
- BPA-Free
- Dishwasher safe



12 oz
Insulated Food Jar

20 oz
Insulated Food Jar

28 oz
Insulated Food Jar







Drinkwear for your Drinkware

Cleaning, bottle and drinkware accessories from Hydro Flask deliver upsell opportunity across the line. Complete your Hydro Flask offerings with intentionally-designed, colourful additions, sized specifically for our products. We've even included handy compatibility charts to make it easy for you and your customers.

Cleaning Accessories

Keep your Hydro Flask clean and colourful. Specifically designed to keep that "new Hydro Flask feeling," our cleaning and care products ensure our gear stays in tip-top shape.

Features:

- Brushes are dishwasher safe



Bottle Brush



**Straw
Cleaning Set**

Bottle Accessories

We have everything you need to keep your Hydro Flask collection fresh. From our popular Flex Straw Cap and Flex Chug Cap to our protective Bottle Boots, we have you covered.

Features:

- Dishwasher safe
- BPA-Free
- Sized to fit Hydro Flask bottles
- Replacement Straw Pack fits all respective accessories



Standard Mouth Flex Cap



Standard Mouth Flex Straw Cap



Wide Mouth Flex Cap



Wide Mouth Flex Straw Cap



Wide Mouth Flex Sip™ Lid



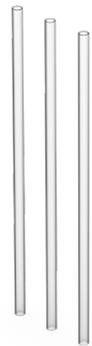
Wide Mouth Flex Chug Cap



Small Bottle Boot



Medium Bottle Boot



Replacement Straw Pack

BOTTLE COMPATIBILITY

COMPATIBLE WITH STANDARD MOUTH BOTTLES



Standard Mouth
Flex Cap



Standard Mouth
Flex Straw Cap



Small
Bottle Boot

FITS 12-24 OZ STANDARD MOUTH BOTTLES

COMPATIBLE WITH WIDE MOUTH BOTTLES



Wide Mouth
Flex Chug Cap



Wide Mouth
Flex Cap



Wide Mouth
Flex Straw Cap



Wide Mouth
Flex Sip™ Lid



Small
Bottle Boot

FITS 12-24 OZ WIDE MOUTH BOTTLES



Medium
Bottle Boot

FITS 32 & 40 OZ WIDE MOUTH BOTTLES

Drinkware Accessories

Keep your Mugs and Tumblers at the ready to fit your day. Our Closeable Press-In Lids, Press-In Straw Lids and reusable straws make our drinkware ready for anything, anywhere.

Features:

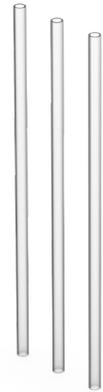
- Dishwasher safe
- BPA-Free
- Sized to fit Hydro Flask drinkware
- Replacement Straw Pack fits all respective accessories



Closeable Press-In Lid
S, M



Press-In Straw Lid
M



**Replacement
Straw Pack**



**Reusable
Straw Pack**
pg. 11

SMALL



Small Closeable Press-In Lid

COMPATIBLE WITH
SIZE SMALL LIDS



12 oz All Around™
Tumbler



12 oz
Kids Tumbler

MEDIUM



Medium Closeable Press-In Lid



Medium Press-In Straw Lid

COMPATIBLE WITH
SIZE MEDIUM LIDS



12 oz Mug



16 oz All Around™
Tumbler

Kids

SMALL SIZE.
BIG ADVENTURE.

Always up for anything, our 2024 Kids collection boasts new colours and new styles. We make our kids gear with the same high quality you know and trust, so they can handle wherever the day takes them. New for 2024, the insulated **12 oz Kids Tumbler** joins the fan-favorite kids bottles and food jar. The new **Kids Lunch Box** is now crafted of **100% recycled body fabric** with a durable coating. Upgrade their day with the perfect pint-sized package.



Fall '24 Colours

Kids



Goji



Anemone



Grass



Seaspray

Kids Wide Mouth Bottle

Keep playtime going with refreshment ready and waiting on the sidelines. Our Kids Wide Mouth bottles, now available in 18 oz and 12 oz, keep beverages cold for up to 24 hours. A new, slimmer silhouette makes it easier for little hands to hold and fits in most cupholders. With a colourful, easy-to-clean Straw Cap and cute Bottle Boot, it's the perfect companion for any adventure.

Features:

- Straw Cap makes refreshment for little ones reliable and easy
- Flex Boot for protection and stability
- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- Integrated name tag
- Color Last™ powder coat
- BPA-Free
- Dishwasher safe
- Not intended for use with hot liquids



12 oz
Kids Wide Mouth



18 oz
Kids Wide Mouth

12 oz Kids Tumbler

Crafted of the same award-winning technology of our All Around™ Tumblers, the insulated Kids Tumbler features a secure Press-In Straw Lid with a soft flexible straw. The colourful Tumbler Boot provides additional protection against bumps and dings as well as a bit of extra stability. Dishwasher safe, toss it in at the end of the day and it's ready for tomorrow's adventures.

Features:

- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- Snug, secure, splash-resistant Press-In Straw Lid
- Flexible straw
- Tapered design is comfy to hold and fits most cupholders
- Color Last™ powder coat
- Silicone boot to protect against bumps and dings
- BPA-Free
- Dishwasher safe
- Not intended for use with hot liquids



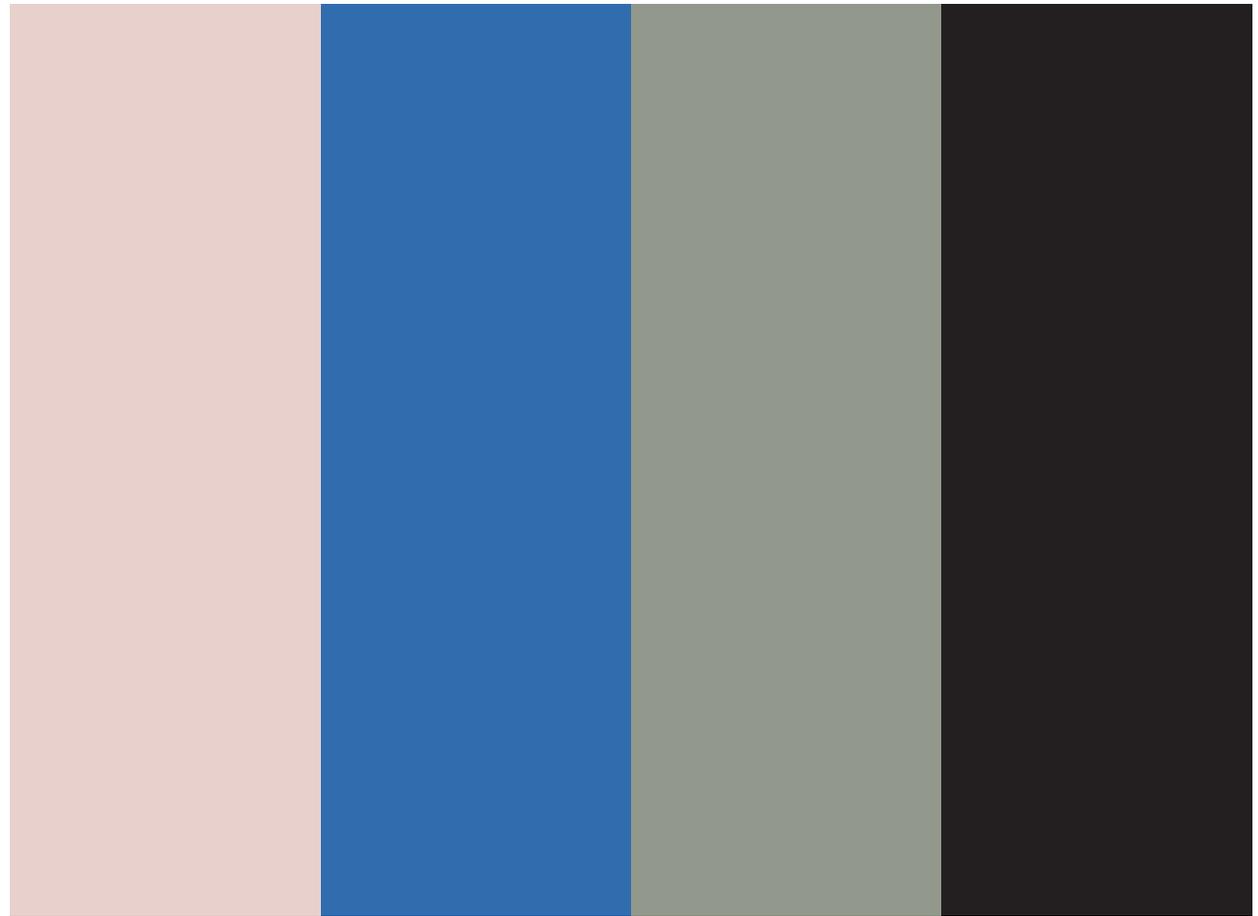
12 oz
Kids Tumbler



Soft Goods

DESIGNED FOR GOODS

For 2024 more than 90% of our Soft Goods products are now crafted with recycled content while increasing durability and performance. Our Soft Goods Collection is designed to accommodate our Hydro Flask gear and then some. In addition to the upgraded materials of our totes and bags, we've expanded on the success of the Carry Out™ Coolers, with one new addition.



Trillium

Cascade

Agave

Black



Carry Out™ Soft Coolers

Our Carry Out™ Soft Coolers are the perfect compact size to bring a little or a lot along for the day. The top zips wide open for easy access and quick cleaning. Keeps items fresh for up to 24 hours.

Features:

- Up to 24 hours cold
- 100% recycled main body fabric with a durable coating
- Lightweight insulation keeps contents chilled for up to 24 hours
- 600D fabric is durable and water-resistant with a compression molded lid and base for added stability
- Large, accessible opening for loading, unloading and cleaning
- Food grade BPA-free liner with welded seams keep spills and splashes contained
- Webbing loops
- Exterior stash pocket
- Both sizes feature a removable cross-body strap
- 12 L fits 20 cans without ice packs or ice
- 20 L fits 38 cans without ice packs or ice
- Designed for Good: This product was designed and developed with the well-being of people and planet in mind



DESIGNED
FOR
GOOD



12 L
Carry Out™ Soft Cooler



20 L
Carry Out™ Soft Cooler

Ice Packs

Our ice packs are perfect for keeping contents fresh throughout the day. Non-toxic, with a fast-freeze design, these ice packs are easy to grab and go.

Features:

- Reusable, no-mess melting
- Non-toxic
- Impact-resistant
- Fast freeze
- Easy grab handle (Medium size only)



Small
Ice Pack



Medium
Ice Pack

Insulated Tote

Our Insulated Tote is your trusted sidekick. Lightweight insulation keeps contents fresh for up to 4 hours when used with an ice pack, so it's perfect for grocery runs or taking food and drinks on the go.

Features:

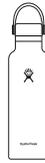
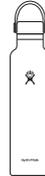
- 100% recycled main body fabric with a durable coating
- A fully-lined interior makes for simple wipe downs and easy clean-up
- Food grade BPA-free liner with welded seams keep spills and splashes contained
- Collapsible design for quick storage and travel
- Robust base for unsupported self-standing
- Water-resistant zippers keep moisture out
- Welded outer pocket for quick access to dry snacks
- Designed for Good:
This product was designed and developed with the well-being of people and planet in mind



20 L
Insulated Tote

Product SKUs & Available Colours

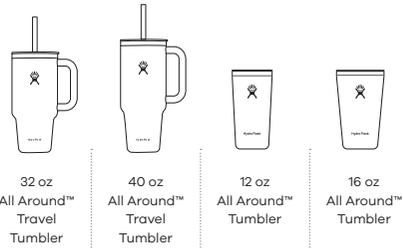
HARD GOODS: Hydration

									
	18 oz Standard Mouth w/ Flex Cap	21 oz Standard Mouth w/ Flex Cap	24 oz Standard Mouth w/ Flex Cap	21 oz Standard Mouth w/ Flex Straw Cap	32 oz Wide Mouth w/ Flex Cap	40 oz Wide Mouth w/ Flex Cap	32 oz Wide Mouth w/ Flex Straw Cap	64 oz Wide Mouth	32 oz Travel Bottle w/ Flex Straw Cap
Moonsshadow*		 S21SX504			 W32BTS504				 WT32BFS504
Fossil*		 S21SX162	 S24SX162	 S21FS162	 W32BTS162	 W40BTS162	 W32BFS162		
Oat*				 S21FS114			 W32BFS114		 WT32BFS114
Trillium		 S21SX678	 S24SX678		 W32BTS678		 W32BFS678		 WT32BFS678
Cascade		 S21SX482	 S24SX482	 S21FS482	 W32BTS482	 W40BTS482	 W32BFS482		
Agave		 S21SX374	 S24SX374	 S21FS374	 W32BTS374			 W64BTS374	 WT32BFS374
Indigo	 S18SX464	 S21SX464	 S24SX464	 S21FS464	 W32BTS464	 W40BTS464	 W32BFS464		 WT32BFS464
White	 S18SX110	 S21SX110	 S24SX110	 S21FS110	 W32BTS110	 W40BTS110		 W64BTS110	
Stone		 S21SX010			 W32BTS010				
Black	 S18SX001	 S21SX001	 S24SX001	 S21FS001	 W32BTS001	 W40BTS001	 W32BFS001	 W64BTS001	 WT32BFS001

HARD GOODS: Coffee

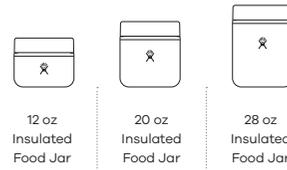
			
	12 oz Mug	12 oz Wide Mouth w/ Flex Sip Lid	16 oz Wide Mouth w/ Flex Sip Lid
Fossil*	 M12CP162	 W12BCX162	 W16BCX162
Trillium	 M12CP678	 W12BCX678	 W16BCX678
Fir	 M12CP332	 W12BCX332	 W16BCX332
Cascade		 W12BCX482	 W16BCX482
Agave	 M12CP374	 W12BCX374	 W16BCX374
Birch	 M12CP035		
Indigo	 M12CP464	 W12BCX464	 W16BCX464
White		 W12BCX110	 W16BCX110
Black	 M12CP001	 W12BCX001	 W16BCX001

HARD GOODS: Tumblers



	32 oz All Around™ Travel Tumbler	40 oz All Around™ Travel Tumbler	12 oz All Around™ Tumbler	16 oz All Around™ Tumbler
Moonshadow*	TT32PS504	TT40PS504	T12CPB504	T16CPB504
Oat*	TT32PS114			
Trillium	TT32PS678	TT40PS678	T12CPB678	T16CPB678
Cascade			T12CPB482	T16CPB482
Birch	TT32PS035	TT40PS035	T12CPB035	T16CPB035
Indigo	TT32PS464	TT40PS464		T16CPB464
White	TT32PS110	TT40PS110	T12CPB110	
Black	TT32PS001	TT40PS001	T12CPB001	T16CPB001

HARD GOODS: Food Jars



	12 oz Insulated Food Jar	20 oz Insulated Food Jar	28 oz Insulated Food Jar
Trillium		RF20678	
Cascade	RF12482	RF20482	RF28482
Agave	RF12374	RF20374	
Black	RF12001	RF20001	RF28001

Kids



	12 oz Kids Wide Mouth Bottle	18 oz Kids Wide Mouth Bottle	Kids 12 oz Tumbler with Straw
Goji	W12CSWBB612	W18CSWBB612	
Grass	W12CSWBB334	W18CSWBB334	
Seaspray	W12CSWBB363	W18CSWBB363	KT12PS363
Anemone	W12CSWBB513	W18CSWBB513	KT12PS513

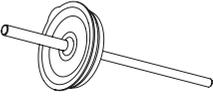
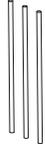
* New

Product SKUs & Available Colours

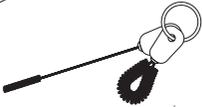
ACCESSORIES: Bottles

								
	Standard Mouth Flex Cap	Standard Mouth Flex Straw Cap	Wide Mouth Flex Cap	Wide Mouth Flex Straw Cap	Wide Mouth Flex Sip Lid	Wide Mouth Flex Chug Cap	Small Bottle Boot	Medium Bottle Boot
Trillium							 BBS678	 BBM678
Cascade							 BBS482	 BBM482
Black	 SFX001	 SFS001	 WFX001	 WFS001	 CFX001	 WFCC001	 BBS001	 BBM001

ACCESSORIES: Drinkware

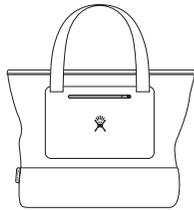
								
	Small Closeable Press-In Lid	Medium Closeable Press-In Lid	Wide Mouth Flex Sip Lid	Medium Press-In Straw Lid	Replacement Straw Pack	Reusable Straw Pack	French Press	Tea Infuser
Black	● CPLS001	● CPLM001	● CFX001	● PISLM001				
Birch							● FP035	
Goji						● RES612		● DRIF612
Clear					○ RSP-CLEAR			

ACCESSORIES: Cleaning

		
	Bottle Brush	Straw & Lid Cleaning Set
Pacific	● BRS415	● SCS415

Product SKUs & Available Colours

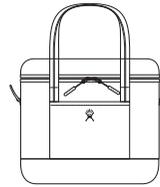
SOFT GOODS: Food Transport



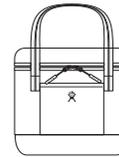
20 L Insulated Tote

Agave	 GT20B374
Black	 GT20B001

SOFT GOODS: Soft Coolers



20 L
Carry Out™
Soft Cooler



12 L
Carry Out™
Soft Cooler

Agave	 HCM374	 HCS374
Black		 HCS001

Ice Packs



Small
Ice Pack

Medium
Ice Pack

Pacific	 ICPS415	 ICPM415
---------	--	--



hydroflask.com | 888 584 9376
525 NW York Dr., Bend, OR 97703

© 2024 Hydro Flask
Confidential



Europe, Middle East & Africa:
Hydro Flask / Helen of Troy
Route de la Chaux 4
1030 – Bussigny sur Lausanne
Switzerland
europeansales@hydroflask.com

Marketing Tools

Hydro Flask offers a full suite of seasonal retail assets and fixtures designed to maximize brand impact on the retail floor.

For a complete collection of marketing tools, please refer to our Fall 2024 Global Retail Toolkit or contact your sales rep.