

METRO Tumbler Sales Kit

2019.09.19

Overseas Sales Planning Team



LocknLock's Commitments

Make your story with LocknLock Tumblers.
Whatever the tumbler contains, and wherever you use it.
Every Moment, Make Your Story

| Exciting | Impressing | Sharing |

We, LocknLock, offer products and services that are easily accessible by anyone and anywhere. To enrich our lives and make it enjoyable, it is designed as perfectly fitting to every moment.

With long-lasting joyful experiences,
we help you to fill your life with unexpected happiness.



What are the benefits to using tumblers?

Why are many people using them?

In 2015, 34.5 million tons of plastic was generated in the United States, which was 13.1 percent of *MSW creation.

In a business-as-usual scenario, the ocean is expected to contain 1 ton of plastic for every 3 tons of fish by 2025, and by 2050, there will be more plastics than fish (by weight).

*MSW (Municipal solid waste)



Australia's Cocos Islands are 'drowning' under mountains of single use plastics

Once called "Heaven on Earth" by those who traveled there, the Cocos islands are being buried under plastic waste. Veuer's Tony Spitz has the details. BUZZ60

Plastics banned in all schools, colleges across India after MHRD, UGC diktat

MHRD and UGC has requested governments to issue appropriate instructions to all schools and colleges in all State/UTs in the country to avoid the usage of single-use plastic



Shresha Ghosh
Edex Live



Image for representational purpose only (Pic: TNIE)

India is set to impose a nationwide ban on any kind of single-use plastic — such as plastic bags, cups, and straws from October 2, 2019, in its most sweeping measure yet to stamp out the harmful single-use plastics from cities and villages that rank among the world's most polluted, an



Globally, action is being taken with the goal of achieving a plastic-free world. It is not a matter of SHOULD we do it, but we **MUST** do it.

Canada to ban 'harmful' single-use plastics 'as early as 2021,' Trudeau says

The Associated Press Published 6:19 a.m. ET June 11, 2019



Canada's Prime Minister Justin Trudeau announces plans to ban single-use plastics as early as 2021. Speaking at a nature reserve south of Montreal, Trudeau said items to be banned include such as water bottles, plastic bags and straws. (June 10) AP, AP



TORONTO – Canada will ban single-use plastics as early as 2021, Prime Minister Justin Trudeau said Monday.

<https://www.usatoday.com/videos/news/nation/2019/06/10/canada-plans-ban-single-use-plastics-2021/1409141001/>

San Francisco Airport Bans the Sale of Single Use Plastic Water Bottles

September 03, 2019 Leah Magnuson, Staff Writer

San Francisco International Airport has banned the sale of single use plastic water bottles in another effort to become zero waste by 2021. San Francisco has been viewed in the past as being radical and this ban is no different as many people are viewing it as another bold move made by the city.

The airport has banned the sale of plastic water bottles but is still allowing the sale of other beverages that are sold in plastic bottles like juice and flavored water. Critics of this have stated that this is inconvenient for travelers but the Daily Wire stated, "As NBC News reports, 58 million passengers go through SF International each year; 10,000 single use bottles are sold there every day, amounting to four million every year." The ban of single use plastic water bottles will significantly lower this number and I believe it is a large step in the right direction. California has the platform and the resources to lead the world to a cleaner future and the ban of plastic water bottles at the San Francisco Airport is just the beginning. An article by the Washington Post stated, "Airport spokesman Doug Yakel said airport administrators believe it is the first to put such a ban in place, though they are hearing from officials at other airports who are interested in making the same move. He said the hope is that more will follow suit." This ban could be the beginning of something bigger and I think California is the right place for it to start.

Many people also ridiculed the ban that was put on plastic straws but that has gained momentum on both social media as well as restaurants and other establishments that span far past California. The goal of becoming a zero waste airport may seem like a ridiculous and impossible task until it has been done and accomplished and then we will most likely see more businesses following the example set by the San Francisco Airport. Yakel also stated in the Washington Post that there are more than one hundred free stations to fill up your reusable water bottle at so there is no reason why anyone should be going thirsty or even be forced to purchase water at the airport. The move to ban single use plastic water bottles not only will make a large environmental impact but it also saves people money because they don't have to purchase water at the airport. This ban may seem extreme but bold actions have never scared away Californians and our efforts to reduce our footprint.

A growing number of companies conduct an **eco-friendly campaign**. Especially, related to reusable cups such as a **bottles / tumblers**.



락앤락 '투고텀블러(TO GO TUMBLER)' 캠페인, 열띤 참여 속 흥행 이어가

— 일회용 컵 없는 커피 생활 제안하는 이색 환경 캠페인, 긴 참여 행렬 속 1차 성료
— 15일 동대문디자인플라자, 22일 건대입구역 커먼그라운드서 2차·3차 캠페인 펼쳐

글로벌 생활용품 기업 락앤락(대표 김성훈)이 지난 5일 강남에서 진행한 '투고텀블러(TO GO: 가지고 가다)' 캠페인의 1차 흥행에 이어 오는 15일과 22일 각각 동대문과 건국대 인근에서 2차, 3차 캠페인을 펼친다.

락앤락 투고텀블러는 일회용 컵 없는 커피 생활을 제안하는 이색 환경 캠페인으로, 락앤락 텀블러에 커피를 담아 제공하는 동시에 기부 활동을 연계하면서 사람들의 높은 참여를 이끌었다.

1차 캠페인은 환경의 날인 지난 5일, 강남역 인근 강남스퀘어에서 성황리에 마무리됐다. 캠페인 시작 전부터 인근의 수많은 직장인과 학생들이 몰리며 환경을 위한 기부에 기여에 참여했고, 행사 종료 시각이 오후 7시까지 사람들의 발길이 이어져 큰 호응을 얻었다.

WHY YOU'RE STILL NOT BRINGING A REUSABLE MUG FOR YOUR DAILY COFFEE
And how Cascadia could help to change that.



Disposable coffee cups blocked by The Brewer's Project. (Shot with permission.)

Many coffee shops have tried to promote reusable mugs by offering a 10-cent discount to customers who bring their own cups to the café. Starbucks, Seattle's Best, and Peet's all offer the discount, as do many local coffee shops, like [The Hof](#) and [Ugly Mug](#) in Portland and [Cloud City Coffee](#) in Seattle. Chances are, if a place sells coffee, it will give you a discount for remembering your tumbler. But few caffeine addicts are taking advantage.

BRING IN TUMBLER OR MUG AND GET A DRINK FOR PHP100

By Coconuts Manila Aug 16, 2019 | 9:37pm Manila time

Looks like starting the week right has become a tad sweeter — The Coffee Bean and Tea Leaf (CBTL) is putting on its Mondays Made Better promotion again, wherein customers can buy a regular-sized ice-blended drink for PHP100 (US\$1.9) on each Monday that the deal runs.

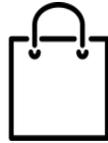
CBTL announced the promotion on its Facebook page yesterday, stating that to score the discounted rate, customers need to bring in a 12-ounce tumbler or mug at any CBTL branch on a Monday from Aug. 19 to Oct. 21.

Once they do, they can buy CBTL's featured drink of the day for PHP100. Customers can also buy more than one order of the featured drink in a day. The featured drinks will be announced every Saturday on CBTL's Facebook, Instagram, and Twitter accounts.

* Source:
-Sightline institute -Coconuts Manila



'Sophisticated design'



'Portable'



'Thermal/Cold
Insulation'

It only has the necessary things.
"Metro helps find happiness in a ordinary day"



METRO SingleMETRO Double

Who

Students and people who are just starting out
in a career or likes outdoor activities
(Late 10's ~ Early 20's)

Salaried employees who enjoy their lives
(Early 20's ~ Middle 30's)

When

- ✓ Anywhere, any time
- ✓ On the way to work or school with coffee
- ✓ On-the-go: office, café, camping, outdoor activities
- ✓ Stay hot / cool

What

- ✓ modish design
- ✓ Excellent sealing easy to carry with strap
- ✓ Enjoy your drink any time with a striking cold insulation



JOY



METRO



GO



WE



LIFE



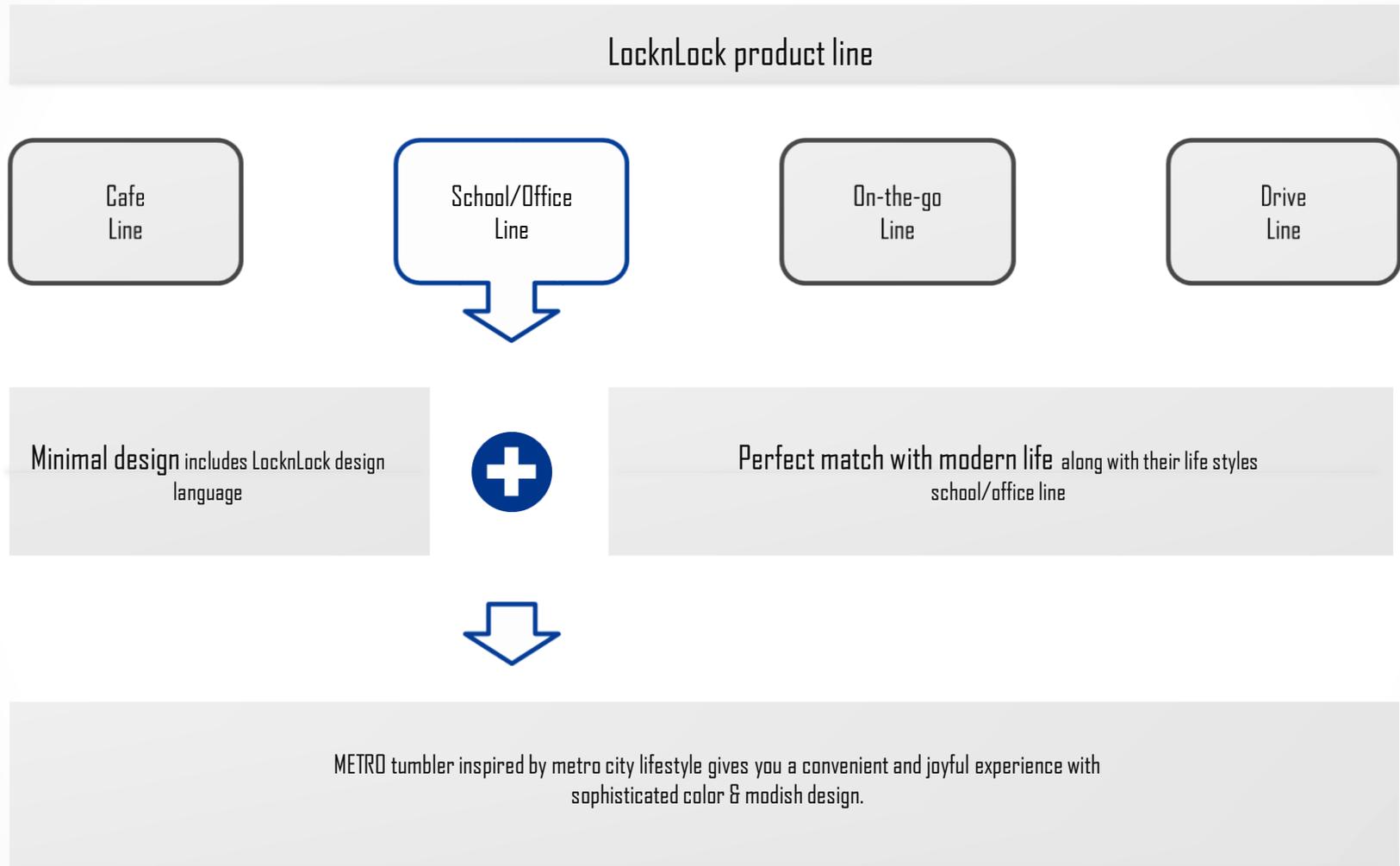
URBAN



LIFE



LIFE





01 Complete your story with a classy design!

With a design of functionality and stylish external appearance, it makes your story.

02 Portable to make your hands-free

Thanks to the handy strap & light weight, you can take Metro bottle/tumbler everywhere.

Also, it has outstanding airtight technology.

03 The secret of keeping the contents cool

With LocknLock's triple air cap and double vacuum wall technology, you can drink cold beverages whenever you want it during the day.

Minimal design of Northern European style and pastel color, it gives you a comfortable feeling. You will love having the Metro bottle/tumbler with you, everywhere.



“

Metro is inspired from the practicality of Northern Europe and refined design of modern life. **It is designed to feel excitement for every day.**

Patrik Petersson

Designer from Northern Europe
Many experiences in Europe/Asia/USA
(Present) Daylight chief designer
(Previous) Samsung Electronics chief designer
Graduated from Sweden Umea Institute of Design MFA



02

On-the-go everywhere with the hand strap makes your hands-free.
The Metro is just as light weight as smartphone.
The cap has leakproof technology from LocknLock.

1

With the hand strap, it's easy to hold even when carrying a big load.



2

The Metro is as light as a smartphone.



iPhone XS Max
208g

Vs.



메트로 싱글
212g

3

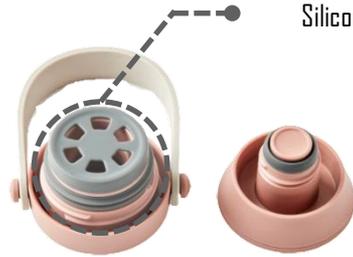
Enjoy your cool/hot drinks everywhere without worrying about leaks.



03

Special feature of Metro!

Metro, keeps ice from not poring out with silicone strainer, lets you drink conveniently.



Silicone strainer is detachable

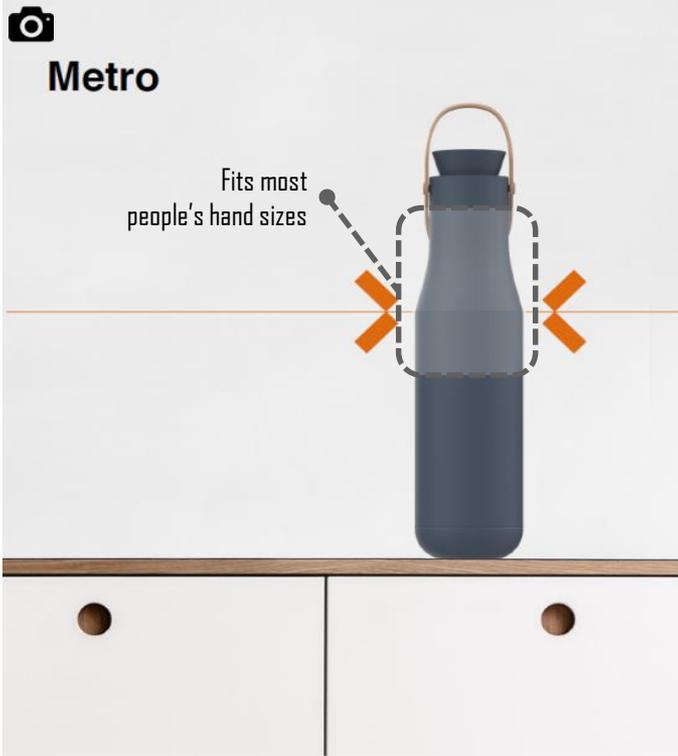
Comparison photos

Vs.	
사진/이미지 작업 필요	
Normal Tumbler	Metro Double Tumbler

Tips for cool drink!
Accommodates any size straw!



Designed with an easy-grip, anybody can hold it and drink from it one handed.



05

With a silicone bottom,
not only does it dampen noise when you put the bottle/tumbler down,
but relieves shock when it is dropped.



We are sure you want to focus on enjoying your work rather than being concerned about the noise it makes, especially in quiet places like libraries.

06

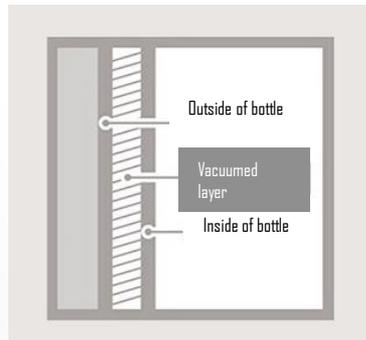
Upgraded insulation with 3-layer air cap, and strengthen cold insulation with double-vacuum wall.

 Cold
8°C below
Up to 12hours

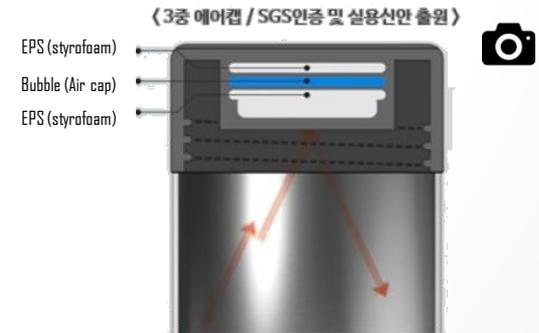
 Hot
65°C above
Up to 12hours

* 470ml Metro Single

- Excellent at maintaining hot/cool temperature with double vacuum structure
- No sweat on the surface even if the contents are cold or hot



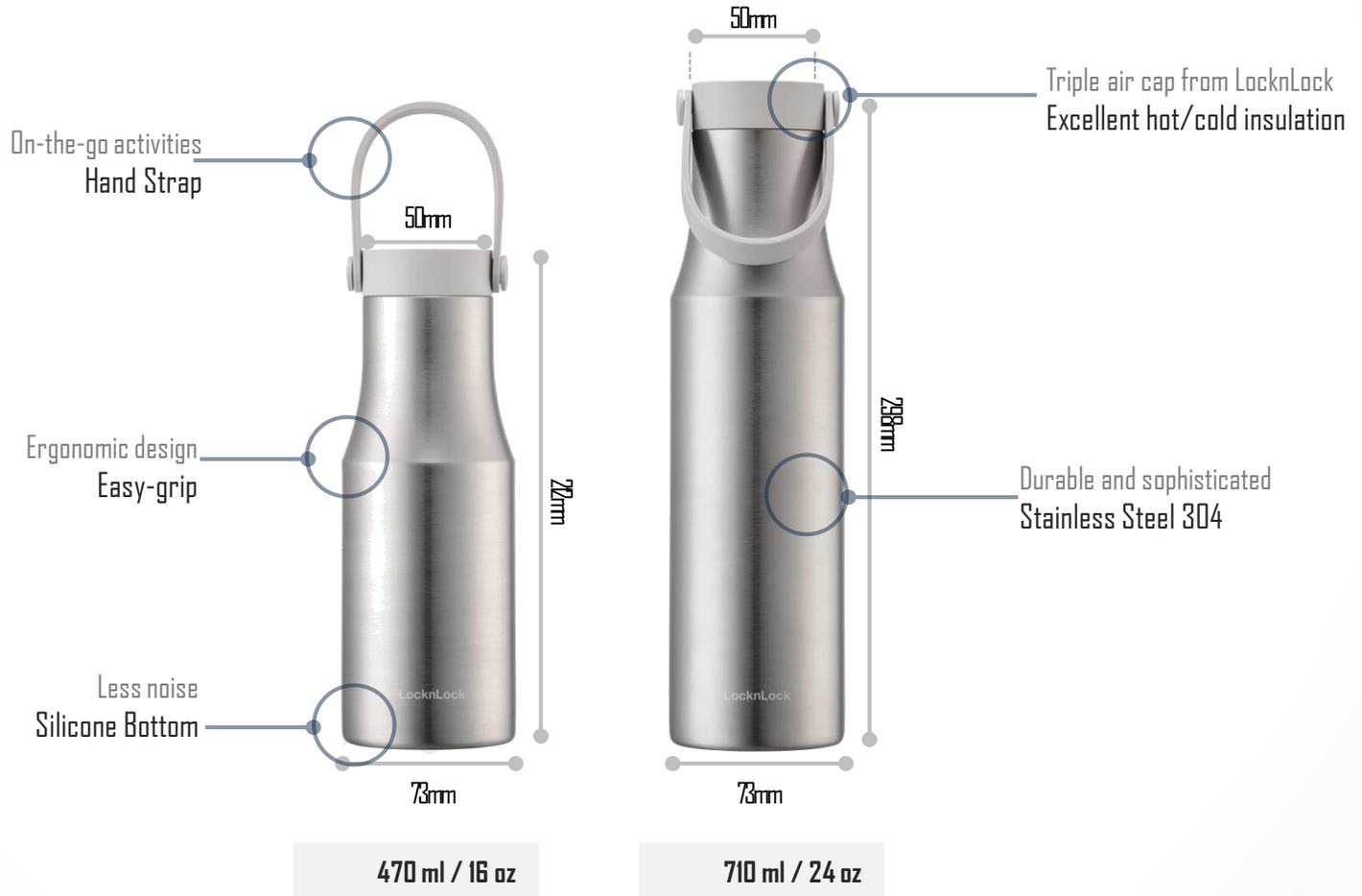
Try Metro and experience the surprising technology of 3-layer air cap



* A lot of other cap has no styrofoam or inner material

METRO Single

To go with you everywhere



METRO Double

Excellent hot/cool insulation





Description	Metro Single		Metro Double	
	Spec.	Features	Spec.	Features
Capacity	470mℓ / 710mℓ	-	470mℓ / 710mℓ	-
Size (mm)	73*73*230 or 298	- Possible to put in car cup holders	73*73*230 or 298	- Possible to put in car cup holders
Weight (g)	212g / 336g	- Abt. iPhone Max (208g)	292g / 365g	-
Material	STS304	- Durable and corrosion resistant - BPA Free	STS304	- Durable and corrosion resistant - BPA Free
CAP	Single Cap	-	Double Cap	- Convenient hydration spout cap
	Silicone Seal	- Leak-proof	Silicone Seal	- Leak-proof
Exterior Coating	X	-	Powder Coating	- Scratch resistant
Special Features	Hand Strap	- Portable - Detachable for easy cleaning	Hand Strap	- Portable - Detachable for easy cleaning
	Silicone Bottom	- Less noise - Absorbs shock	Silicone Bottom	- Less noise - Absorbs shock
	-	-	Ice Strainer	- Suitable for ice - Straw can be used
Color	Single	-	Rosy Pink / Space Gray / Navy Sky	-

Every moment, Make your story

LocknLock Tumbler

E.O.D