

EMEA FALL 2024

STANLEY

144

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ORIGINALS

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As 2024 approaches we are excited to share further developments and innovations in our products, and designs that deliver modern solutions with legendary functionality to our consumers every day. This season is about our products enhancing our consumers lives with a focus on Café and Hydration with revised and bettered features, we are bringing a refreshed product lineup and introducing new colors that are rich and



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 sustainability and corporate responsibility.

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 stainlesssteel 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.



The material is made from 90% postconsumer 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

SUSTAINABILIT

n 2022, 74% of our footprint was generated by ray materials. Using recycled stainless steel is the mos impactful way to reduce this.

23% of Stanley's stainless steel units produced were made of this recycled stainless steel - putting us more than halfway to our goal of 50% of units by 2025.

Stanley procured more than 4 million kilograms of certified, recycled stainless steel in 2022 alone.

ETHICAL SOURCING

100% of Stanley suppliers achieved the highest possible score on their social compliance audits (the equivalent of an 'A' grade), which are aligned to global labor standards.

Every year we publish our impact report that shows our progress around corporate responsibility. You can read the full report on www.stanley1913.com/pages/sustainability



23%

of Stanley's <u>stainless steel units</u> produced were made of certified, recycled stainless steel in 2022

4M+

kilograms of certified, recycled stainless steel procured for Stanley products in 2022

SOCIAL IMPACT

Stanley donates more than 1% of prior year's net income before taxes in cash donations to non-profit organizations around the world each year.



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 INSULATION

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.





Stanley Café focuses on the passion of craft coffee and tea, 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.



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.

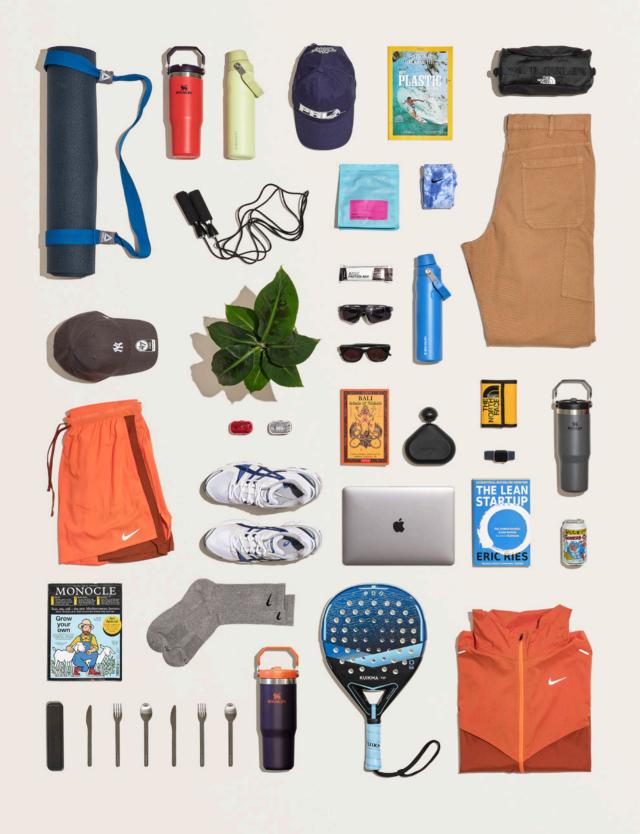


Stanley Cookout brings clean, intelligent, innovative and stylish gear to the global campsite. Whether way out in the woods or closer to home, our entire collection brings both ease and expertise to experiencing the wild without sacrificing the comfort or the culinary harvest.



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.

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.







OPEN MIND Considered / Curated / Conscious

CONSUMER

The Open Mind consumer 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 STAY-HOT **CAMP MUG** 0.23 L / 8 OZ 2 HOURS 10 HOURS HOUR HOT



STAY-HOT CAMP MUG

The Stay-Hot Camp Mug 0.23 L has the legendary performance you expect from a Stanley. This one is built to last, with solid 18/8 stainless steel construction. Double-wall vacuum insulation keeps your favorite drinks hot for hours, and the secure press-fit Tritan[™] Drink-Thru Lid prevents splashes and makes sipping easy. Keep it with you on your desk, take it on the road, or enjoy it while lounging by the fireside.

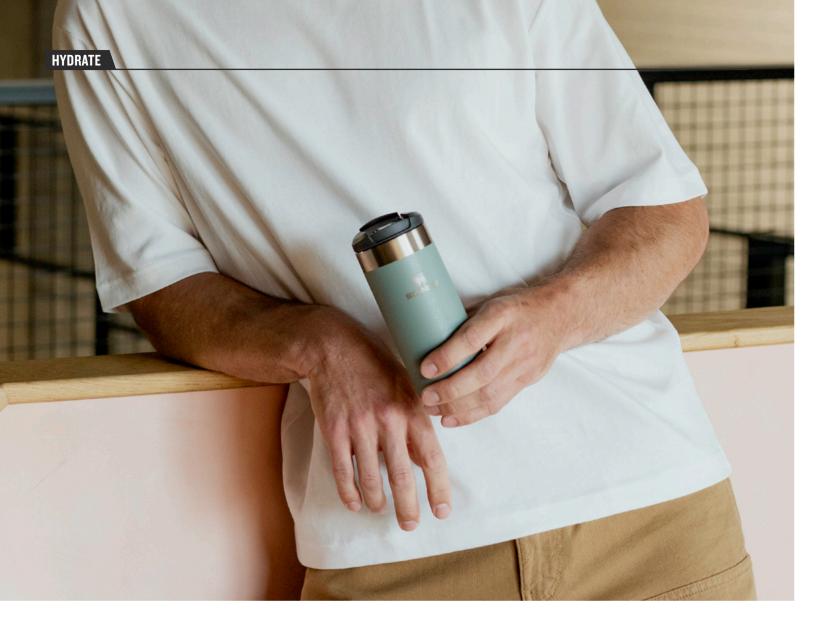












AEROLIGHT^M TRANSIT MUG

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 spunsteel, 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.



THE AEROLIGHT[™] TRANSIT MUG 0.35 L / 12 OZ **4** HOURS | **6** HOURS | **20** HOURS ICED



THE AEROLIGHTTM TRANSIT MUG 0.47 L / 16 OZ 6 HOURS 8 HOURS 0.47 L / 16 OZ 16 HOURS 0.47 L / 16 OZ







CREAM METALLIC	10-10788-087
ROSE QUARTZ METALLIC	10-10788-066
FOG MÉTALLIC	10-10788-065
SHALE METALLIC	10-10788-088
ROYAL BLUE METALLIC	10-10788-074
BLACK METALLIC	10-10788-067
PINK VIBES	10-10788-092
WATERCOLOR BLUE	10-10788-093
ELECTRIC YELLOW	10-10788-094
MEADOW	10-10788-095
HAMMERTONE GREEN	10-10788-096

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

NEW COLORS AVAILABLE IN OCTOBER 2024



THE QUENCHER **H2.0 FLOWSTATE™ TUMBLER** 1.18 L / 40 OZ 7 HOURS 48 HOURS

10-10824-399

PLUM



THE QUENCHER H2.0 **MADE OF RECYCLED STAINLESS STEEL**

The sustainable Quencher H2.0 Flowstate[™] Tumbler is made from 90% recycled stainless steel and the ergonomic handle ensures a comfortable grip. Compatible with many car cup holders and dishwasher safe, this global icon keeps water cold for II hours, hot for 7 and iced for 2 days. This viral product features fresh new colours for the season.



22 FALL 2024 EMEA - PRODUCT LINE



DIAMETER:	10.0 CM
HEIGHT:	31.8 CM
WEIGHT:	650 G



THE ALL DAY **SLIM BOTTLE** 0.6 L / 20 OZ 4 COLD HOURS



ROSE QUARTZ GLOSS CREAM GLOSS SHALE GLOSS BLACK GLOSS	10-12069-021 10-12069-022 10-12069-023 10-12069-024	DIAMETER: 7.0 CM HEIGHT: 27.0 CM WEIGHT: 302 G
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THE ALL DAY SLIM BOTTLE

Slim 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.













FROST ROSE QUARTZ CITRON LILAC AZURE

THE ICEFLOW™ FLIP STRAW TUMBLER 0.89 L / 30 OZ

48 HOURS

12 HOURS COLD

 TIGERLILY PLUM
 10-09993-314

 CHARCOAL
 10-09993-194

 NAVY
 10-09993-536

 ASH
 10-09993-537
 CHARCOAL NAVY ASH PLUM

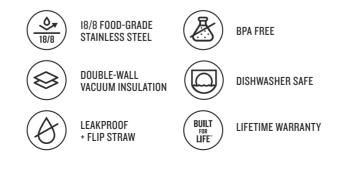
10-09993-197 10-09993-312

10-09993-313

10-09993-538

WHEREVER YOU GO... **HYDRATE WITH ICEFLOW™**

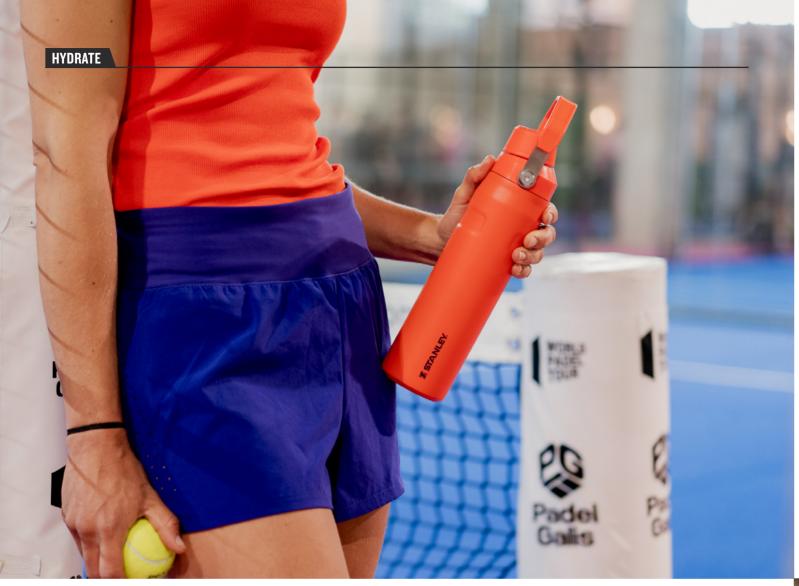
The IceFlow[™] Flip Straw Tumbler allows you to keep your head up during any activity. Whether you're going to a match or your headed to the gym, the IceFlow[™] series is the perfect choice for you. Stay healthy, stay hydrated. Now with additional earthy and richly pigmented colour options.







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



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 faster hydration on the go, a recessed bottle grip, and an easy-carry handle. It's also cup holder compatible, with a wide opening for ice and easy cleaning.

	AEROLIGHT™ INSULATION	B	BPA FREE
	RECYCLED 18/8 Stainless steel	\bigcirc	DISHWASHER SAFE
(b)	LEAKPROOF + FAST FLOW LID	Juny	EASY-TO-CARRY Handle W/Integra Cap Holder

ARRY /INTEGRATED

R

THE AEROLIGHT™ ICEFLOW™ BOTTLE FAST FLOW 0.6 L / 20 OZ 10 HOURS 2 DAYS ICED









18/8

18/8 FOOD-GRADE Stainless steel

DOUBLE-WALL

.....

VACUUM INSULATION

B

LEAKPROOF

DISHWASHER SAFE

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.

THE QUICK-FLIP WATER BOTTLE 0.47 L / 16 OZ





THE QUICK-FLIP WATER BOTTLE 0.7 L / 24 OZ 8 HOURS 12 HOURS COLD 40 HOURS



10-09149-029 10-09149-030 10-09149-032 10-09149-092 10-09149-093 POLAR CHARCOAL SAFFRON CITRON SHALE HEIGHT: WEIGHT: AZURE 10-09149-141 TIGERLILY PLUM 10-09149-142

THE QUICK-FLIP WATER BOTTLE 1.06 L / 36 OZ

IO HOURS HOT **18** HOURS COLD 2.5 DAYS









HAMMERTONE CLAY JOINS THE HAMMERTONE FAMILY

Can you feel the season getting colder? Have you changed over you wardrobe, said goodbye to t-shirts and hello knitwear? With our new colour, Hammertone Clay and adding Hammertone Lake to some of our key styles, you can really feel the warmth, not just from our product heat retention characteristics but also through this bold earthy tone that embody new beginnings.



INTRODUCING **HAMMERTONE CLAY**

THE LEGENDARY CLASSIC BOTTLE 1.0 L / 1.1 QT



HAMMERTONE GREEN	10-
HAMMERTONE LAKE	10-
HAMMERTONE CLAY	10-
HAMMERIUNE LLAY	10-

)-08266-001)-08266-058)-08266-061

THE LEGENDARY FOOD JAR + SPORK 0.4 L / 14 OZ _____



THE LEGENDARY CLASSIC BOTTLE 0.75 L / 25 OZ

.....





HAMMERTONE GREEN HAMMERTONE LAKE HAMMERTONE CLAY

10-01612-027 10-01612-060 10-01612-065

THE STAY-HOT CAMP MUG

0.35 L / 12 OZ





HAMMERTONE GREEN HAMMERTONE LAKE HAMMERTONE CLAY

10-09366-005 10-09366-171 10-09366-290

INTRODUCING PLUM

A new addition to the Stanley palette is Plum. This deep, pigmented, dramatic purple tone is comforting and warm. It is the perfect accompaniment to your everyday essentials and the Tigerlily pop-colour branding ensures you always stand out from the crowd.



THE LEGENDARY CLASSIC BOTTLE 0.75 L / 25 OZ

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THE ICEFLOW™ FLIP STRAW TUMBL 0.89 L / 30 OZ





10-01612-064 PLUM

PLUM

THE TRIGGER-ACTION TRAVEL MUG 0.35 L / 12 OZ **THE LEGENDARY FOOD JAR + SPOR** 0.4 L / 14 OZ



10-09382-107 PLUM

PLUM



V TUMBLER	THE QUENCHER H2.0 F 1.18 L / 40 OZ	LOWSTATE™ TUMBLER
	STANLEY	
10-09993-538	PLUM	10-11824-155

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THE STAY-HOT CAMP MUG

U.55 L	/ 12 02
•••••	



10-09366-289

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.

THE LEGENDARY Classic Bottle 2.3 L / 2.5 QT			
48 HOURS HOT	48 HOURS COLD	IO DAYS	
	1		





THE LEGENDARY CLASSIC BOTTLE 1.0 L / 1.1 QT

28 HOURS COLD 26 HOURS 5 DAYS

THE LEGENDARY **Classic Bottle** 0.75 L / 25 OZ

36 FALL 2024 EMEA - PRODUCT LINE

20 HOURS COLD

20 HOURS



4 DAYS



10-01612-027 10-01612-028 10-01612-060 10-01612-065

10-01612-064

10-01612-062

10-01612-063

10-07934-003 10-07934-004

10-07934-078



RECYCLED 18/8

(IIII)

8 DAYS

THE LEGENDARY CLASSIC BOTTLE 1.9 L / 2.0 OT

40 HOURS COLD

HAMMERTONE GREEN MATTE BLACK PEBBLE HAMMERTONE LAKE HAMMERTONE CLAY

PLUM

ROSE OUARTZ

ASH

45 HOURS HOURS

HAMMERTONE GREEN MATTE BLACK PEBBLE

HAMMERTONE LAKE

STAINLESS STEEL

POUR-THRU STOPPER

38 HOURS HOURS

HAMMERTONE GREEN MATTE BLACK PEBBLE

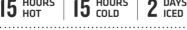
HAMMERTONE LAKE

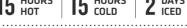


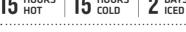


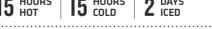


















HAMMERTONE GREEN

MATTE BLACK PEBBLE









10-01228-072

10-01228-073

DOUBLE-WALL

INSULATED LID

DOUBLES AS CUP

6 DAYS

10-08265-001 10-08265-002

10-08265-028

INSULATION

 \otimes

THE LEGENDARY CLASSIC BOTTLE 1.4 L / 1.5 OT

35 HOURS COLD



HAMMERTONE GREEN



















THE LEGENDARY CLASSIC LUNCHBOX 9.5 L / 10 QT















10-01625-003













15 HOURS





THE LEGENDARY FOOD JAR + SPORK 0.4 L / 14 OZ



HAMMERTONE GREEN

MATTE BLACK PEBBLE

HAMMERTONE GREEN MATTE BLACK PEBBLE

HAMMERTONE LAKE

HAMMERTONE CLAY

THE LEGENDARY USEFUL BOX

10-20





THE LEGENDARY FOOD JAR 0.94 L / 1.0 QT

22 HOURS

20 HOURS















10-09382-004 10-09382-005

10-09382-081

10-09382-108

10-07937-003

10-07937-004

10-09382-107 10-09382-083

10-09382-106









PLUM ASH

ROSE QUARTZ



THE LEGENDARY FOOD JAR 0.7 L / 24 OZ



15 HOURS



10-07936-003 10-07936-004

THE STAINLESS STEEL ALL-IN-ONE **Food Jar** 0.53L / 18 OZ













STAINLESS STEEL

10-01287-032



THE ADVENTURE **TO-GO COLLECTION**

Adventure To-Go Collection Bottles and Food Jars, in various sizes, are modern in their design and enduring in their performance. Insulated and leakproof, th essentials stay by your side for use, day in and day out.



POUR-THRU STOPPER

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

10-10819-008

10-10819-009

10-10819-010

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

6 HOURS

25 HOURS 27 COLD

POLAR

ABYSS

BLACK

6 HOURS

POLAR

ABYSS

BI ACK

RECYCLED 18

STAINLESS STEEL

DOUBLE-W \bigotimes INSULATIO

INSULATED LID DOUBLES AS CUP

5 DAYS

DIAMETER: 8.8 CM

DIAMETER: 10 CM

13.5 CM

360 G

HEIGHT:

WEIGHT:

30.3 CM

670 G

HEIGHT:

WEIGHT:



THE ADVENTURE TO-GO BOTTLE 0.75 L / 25 OZ ON HOURS OF HOURS A DAYS

ZU	HOT	25	COLD	4 ICED	
•••••	•••••				

POLAR 10-10818-008 DIAMETER: 8.1 CM

ABYSS BLACK 10-10818-010 WEIGHT:

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





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

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.

THE ARTISAN Thermal Bottle 1.4 L / 1.5 QT		
38 HOURS HOURS	38 HOURS COLD	6 DAYS

THE AR	TISAN THERI	MAL BOTT	L
35	HOURS HOT	37	H



HAMMERTONE GREEN

33.3 CM 1140 G

BLACK MOON

DIAMETER: 11.3 CM

HEIGHT:

WEIGHT:



10-11429-004

10-11429-005

HAMMERTONE GREEN BLACK MOON

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

10-10836-007

10-10836-008

10-10836-009











RECYCLED 18/8 STAINLESS STEEL



QUADVAC™ INSULATION



SOFT SILICON BASE

13 HOURS HOT



THE ARTISAN THERMAL FOOD JAR 0.50 L / 17 OZ

14 HOURS

LIFETIME WARRANTY



10-11428-004 10-11428-005

HAMMERTONE GREEN BLACK MOON DIAMETER: 10.2 CM HEIGHT: 20 CM 710 G WEIGHT:

10-11426-004 10-11426-005



STAY-HOT CAMP MUG 0.35L / 120Z





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



THE PERFECT-BREW POUR OVER 0.59 L / 20 OZ





HAMMERTONE GREEN 10-02888-048

 HAMMERTONE GREEN
 10-09383-002

 MATTE BLACK PEBBLE
 10-09383-030



THE EASY-FILL WIDE MOUTH FLASK 0.23L / 8 OZ





10-00837-126 10-00837-127 10-00837-245

 THE STACKING TUMBLER 0.47 L / 16 0Z

 45 MIN
 4 HOURS
 15 HOURS

 Image: State of the stat

THE EVERYDAY **GO TUMBLER** 0.29L / 10 OZ

POLAR

I.5 HOURS 5 COLD 20 HOURS

10-02282-059





HAMMERTONE GREEN 10-01883-034 MATTE BLACK PEBBLE 10-01883-035



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 3.5 L / 3.7 QT



STAINLESS STEEL 10-02479-025

THE STAINLESS STEEL Cook set for two 1.0 L / 1.1 QT



STAINLESS STEEL 10-09997-003

THE ALL-IN-ONE Fry Pan Set 0.94 L / 32 OZ



STAINLESS STEEL 10-02658-013

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 favorite Stanley bottle to the lid.

THE COLD-FOR-DAYS OUTDOOR COOLER 28.3L / 30 QT 4 DAYS

THE EASY-CARRY **OUTDOOR COOLER** 15.1 L / 16 QT **36** HOURS





POLAR STANLEY GREEN 10-01936-039 10-01936-062 POLAR STANLEY GREEN





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



10-01623-123 10-01623-197



27 HOURS

.

POLAR STANLEY GREEN

10-01622-086 10-01622-147

CUSTOM PRINT

Stanley's Custom Print Program weaves your unique brand signature into our century-old tradition of quality and durability. In an era where customised gifts are on trend, our iconic, award-winning merchandise becomes a vehicle to engage clients and employees, fostering lasting memories. Imprint your logo, and these Stanley essentials transform into bespoke promotional products, carrying your brand's impression as enduringly as Stanley's own legacy.



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BULGARIA	GTH INTERNATIONAL LTD.	www.gth.bg	+359 (0) 2 4690 393
BOSNIA	ABC SPORTING D.O.O.	www.alp.ba	+387 65695867
CYPRUS	APOSTOLOS PAPADOPOULOS LTD.	www.apltd.com.cy	+357 22456845
CZECH REPUBLIC & SLOVAKIA	JANNAI S.R.O.	www.kupdarek.cz	+420 776 336 316
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FINLAND	NORDIC TRAIL OY	www.nordictrail.fi	+358 20 731 0431
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SLOVENIA	RT-TRI D.O.O	www.rt-tri.si	+386 1 530 40 00
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SPAIN & PORTUGAL	REIBERCO INTERNACIONAL, S.A.	www.reiberco.es	+34 91 3980470
SWEDEN	ULTIMATE NORDIC AS	www.ultimatenordic.se	+46 (0)8 410 515 80
SWITZERLAND	MAISON TRUFFE AG	www.maisontruffe.ch	+41 44 928 25 71
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