



FOR IMMEDIATE RELEASE
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Tervis Tumbler Signs Licensing Agreement with John Deere

North Venice, FL – Tervis Tumbler Company, manufacturer of premium insulated drinkware, has just signed a licensing agreement with John Deere. This agreement will allow Tervis to create tumblers using four different iconic John Deere logos.

“While the opening product mix is selective, we expect it to garner great demand from our existing customer base and newcomers to Tervis. We are pleased to be associated with John Deere, a company that has been part of the fabric of American life for so long” said Rich Kaplan, Tervis’ Vice President of Sales & Marketing.

Tervis Tumbler has been experiencing tremendous growth over the past several years and has been working hard to expand their offerings of licensed products. “With the overwhelming success of our collegiate line, we have been looking for other avenues to provide our retailers with well-respected brand names to fulfill the requests of their customers and John Deere certainly fills that bill” stated Kaplan.

As with all Tervis Tumblers, the John Deere collection carries the lifetime guarantee, is freezer, microwave and dishwasher safe and will keep cold drinks colder and hot drinks hotter longer – a quality product for today, tomorrow and a lifetime.

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About Tervis Tumbler

Headquartered in North Venice, Florida, Tervis Tumbler Company manufactures crystal-clear, insulated drinkware that is guaranteed for life. Since 1946, the unique, double-walled tumblers have kept cold drinks colder and hot drinks hotter longer. They are sold in 6,000-plus retail outlets nationwide. The company is dedicated to upholding the same high standards of quality craftsmanship and customer relations today as it has for decades. For additional information about Tervis Tumbler, call 941.441.3104, email jbement@tervis.com, or visit www.tervis.com.