



FOR IMMEDIATE RELEASE
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For Tervis Tumbler images

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Tervis Launches Largest-Ever Cache of New Designs

North Venice, FL – Tervis Tumbler Company, manufacturer of premium insulated drinkware, has just introduced 50 brand new designs to its collection. Twenty existing favorites have also been updated for a total of 70, the company’s largest-ever launch of new designs in its 61-year history. The designs debuted at this summer’s Dallas and Atlanta gift shows. They will be available in Tervis Tumbler Stores by the end of July.

“We based our selections on both market trends and our resellers’ input on what their customers are asking for,” says Gail Bowman, director of sales and marketing for Tervis. “We’ve added some really fun items, including some whimsical motifs, holiday themed-designs, and top AKC dog breeds, among many others. We introduced them at the shows and you can see them on our website at www.tervis.com, under ‘New Arrivals’.” Tervis’ four Florida stores are currently stocking up on the new selections.

Included in Tervis’ new design selection are colorful geckos and frogs, pink flamingos, a set of tropical cocktails, a set of Halloween designs, a western set, and a set of classic ‘woody’ station wagons sporting surf boards. Other designs range from a set of Chinese symbols representing love, joy, peace, and fortune, to a set of iridescent snow flakes and an artsy set of decorative teapots. Among some of the favorites that Tervis Tumbler has freshened up are its set of cats, its set of fruit, the sports set, and a set of snowmen.

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All the new designs introduced by Tervis are comprised of highly detailed embroidered emblems. The Chinese symbols are the exception, being made by hand from laser twill fabric. The designs are permanently sealed within the two tumbler walls through a proprietary process that guarantees quality and durability. In fact, Tervis Tumblers are guaranteed for life, a unique selling feature that has been a hallmark of the Tervis brand for over six decades.

Crystal-clear insulated Tervis Tumblers are available in four sizes: a 12-oz. 'highball' or juice size, a 16-oz. 'iced tea' size, a 17-oz. mug with handle, and a 24-oz. Big-T® size. The tumblers' features and benefits include the ability to keep cold drinks colder and hot drinks hotter longer than traditional drinkware. They prevent rings on furniture by reducing or eliminating condensation on the outside of the glass and, in addition to being virtually shatterproof, they are also dishwasher-, freezer-, and microwave-safe.

Tervis Tumbler's 70 new designs join its extensive array of existing designs, featuring boating and beach themes, golf and garden themes, wildlife, military, and others, as well as over 140 licensed college and university tumblers. Many of the designs are also available on the 2.5-quart Tervis Tumbler ice bucket.

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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, 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) 441-1049, email msmith@tervis.com, or visit www.tervis.com