



FOR IMMEDIATE RELEASE
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Tervis Tumbler Introduces Hot Beverage Wraps

North Venice, FL – Tervis Tumbler Company, manufacturer of premium insulated drinkware, has just introduced an innovative new addition to their product line. They have wrapped their most popular 16 ounce tumbler in art from Jill Seale, Sarah Lugg, Dan Morris and their own staff of talented designers. The Designer Series of wrapped tumblers include; Jill Seale's whimsical view of sun & fun and a graphic black & white swirl pattern; Sarah Lugg's delightful daisy and patriotic patterns; and Dan Morris' unusual compilations of recreational life, butterflies, fish, wild animals, sea shells and golf motifs. Additionally, Asian inspired designs and coffee house expressions round out the first series of wraps introduced. Adding to the innovation is the opaque nature of some of the designs, the fish look like they are swimming in a green river while the waves of the ocean are a blue tone. Other designs are clear enough to allow the signature lines of the tumblers to show through, adding to the design element.

Each tumbler is packaged together with a specially designed lid including a protective slide in either a deep, rich crimson or velvety black depending upon the design selected - perfect for gift-giving.

“We are very excited about the potential this new product offers for our newly targeted accounts, ranging from key accounts to specialty coffee and tea/gourmet shops throughout the country. With such a strong introduction of nineteen designs, we are confident that we have created an all-encompassing product line.” said Sara Rhodes, Director of Marketing.

As with all Tervis Tumblers, the new wrapped versions carry the lifetime guarantee, are freezer, microwave and dishwasher safe and will keep iced coffee cold and hot tea hot – 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 941.966.6887 ext 1422, email jbement@tervis.com, or visit www.tervis.com.