



Lev Promotions

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## Drinkware Insulation Guide

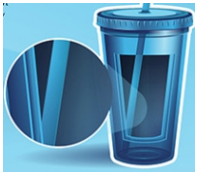
When choosing a tumbler or travel mug, there are many variables to consider including:

\*Price \*Style \*Color \*Capacity

What many people don't know is that the type of insulation in the drinkware has a direct relation to the cost of the piece.

Moreover, the technology behind the capabilities is pretty much the same from one brand to the next. Unless you specifically want a name brand tumbler, it's what's in the cup's thermal design that's more important than the name brand on the cup in terms of temperature control.

Two tumblers that look alike doesn't mean they have the same insulation capabilities. It's the way they're built that makes the difference. Knowing what questions to ask can make the difference between not getting what you want and/or spending too much for something you don't really need.



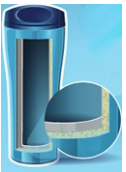
### Double Walled

It has an outer wall and an inner wall of plastic and/or metal with air between the walls and can keep liquid cool for up to four hours or warm for up to two.



### Double Walled with Foam Insulation

This type has dual walls with a layer of foam in between that can keep liquid cold for up to six hours or hot for up to three.



### Double Walled Stainless Steel with Vacuum Insulated

Dual walled with the air forced out from between the walls, creating a vacuum to allow beverages to retain temperature for longer periods. Keeps drinks cold for up to fifteen hours or hot for up to five.



### Double Walled Stainless Steel Copper Lined Insulated

The shining star of insulated drinkware - you probably know at least one name brand company for these. Drinks stay cold up to forty-eight hours and hot up to twelve hours. The walls are vacuum sealed with a copper lined inner wall. Any brand that claims long-term temperature maintenance of at least twenty-four hours for cold and at least eight for hot uses this technology. At this time, none of these are USA made.



All double-walled drinkware generally has little to no condensation on the outside.

Keep in mind that the colder something is when it goes in, the longer it will stay cold. By the same token, the hotter it is going in, the longer it will take it to cool down.

If you've seen those ads on TV for the copper insulated tumblers, notice that they always dump out ice - not much or any liquid - and say it's been kept cold for 24 to 48 hours. That's all well and good, but you can't drink a cup of nothing but ice. The more liquid there is in the tumbler, the faster the ice will melt - that's just physics. That also means that the contents won't stay as cold for as long, no matter what the technology is. For example, I usually still have some ice in my double walled, stainless steel, copper lined, insulated tumbler at least 12 - 24 hours after I fill it up as far as possible with ice then water.

On the flip side, if you fill it with liquid that's too hot to drink, it may be an hour or more before it cools down enough to enjoy safely.

Need help choosing the right drinkware to fit your needs and budget, Lev Promotions is here to help.