

Drinkware Insulation Guide

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

- *Price *Style *Color

What many people don't know is that the type of insulation in the drinkware has a strong affect on the price. Make sure you know and understand what it is that you're paying for.

Moreover, you should know that 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; so, you may be able to save some money and still provide the same benefits.

And, remember, just because two tumblers look alike doesn't mean they have the same insulation capabilities. It's the way they're built that makes the difference.



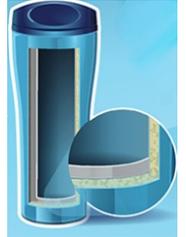
Air Insulation

This type of tumbler is usually the least expensive. They have an outer wall and an inner wall, with air between and can keep liquid cold for up to four hours or hot for up to two hours. The double wall construction also causes little to no condensation on the outside of the tumbler.



Foam Insulation

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



Vacuum Insulation

This version is also dual walled with any air forced out from between. The vacuum is what allows beverages to retain temperature for longer periods. Keeps drinks cold for up to fifteen hours or hot for up to five hours.



Copper Insulation

This is the shining star of insulated drinkware - you've seen it advertised in infomercials and 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 hours for hot uses this technology.



Also, 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, 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 - no liquid -and say it's been cold for 24 or 48 hours. That's all well and good, but you can't drink a cup full of nothing but ice. The more liquid there is in the tumbler, the faster the ice will melt - that's just science. 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 the tumbler of ice and water at least 12 hours later when I fill it up as far as possible with ice then add water.

On the other hand, 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, just contact us:

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