

Joseph®
Joseph

Hydration
Spring 2022





It all started with a chopping board.

Twin brothers, Antony and Richard Joseph, grew up in a family with a long history of design and manufacturing. Originally set up by their grandfather in the 1930s, the family business specialised in the production of glass components and the brothers spent part of their summers working in the factory.

In 1999, having both trained in product design, the twins embarked on their early careers. As a sideline to their jobs, and with the support of their father, they utilised the capabilities of the factory in Birmingham to develop their own range of contemporary glass chopping boards.

But what started out as a fun project soon became the seed of a new business idea. After early success with their bold, colourful designs their entrepreneurial spirit kicked in and, in 2003, the Joseph Joseph brand was born.

Whilst glass chopping boards were just the start, the brothers were also designing other innovative kitchenware products and this gradually developed into a broader range of housewares.

What quickly became a key foundation of the brand was a simple observation - many tasks around the home could be made much easier and more enjoyable with a little intelligent thinking. It was this problem-solving approach, and the ability to combine it with a distinctive design aesthetic, that created some of their most iconic kitchenware and has made Joseph Joseph one of the world's most progressive houseware brands.

There's something special about a Joseph Joseph product that sets it apart from the competition. First it engages you with its distinctive design; then it captivates you with its functional benefits; finally, it assures you with its high-quality materials and attention to detail.

Joseph Joseph's ability to blend innovative design, contemporary styling and a distinctive use of colour is unique within the industry. While many brands concentrate on just one of these aspects, Joseph Joseph focuses on the whole user experience - creating products that work beautifully and are a pleasure to have around the home.

Since 2003 the brand has expanded successfully into many product areas and it continues to explore new houseware categories. It may have all started with a simple glass chopping board, but Joseph Joseph is now one of the fastest growing companies in the worldwide housewares market and it continues to earn accolades and awards for its unique, innovative designs.

Refill. Reuse. Repeat.

When it comes to hydration and enjoying your favourite drink on-the-go, it's never been more important to follow this mantra.

In the UK alone, it's estimated we throw away around 16 million single-use plastic bottles per day¹ and approximately 2.5 billion single-use cups per year². In the USA, it's even more alarming with around 2.5 million plastic bottles discarded on average every hour³ and 120 billion disposable cups used per year⁴.

With more and more consumers turning to reusable mugs and bottles, the market is awash with a multitude of very similar products, many of which cause frustration through poor quality or design.

Discerning consumers are therefore increasingly looking for premium products that offer distinctive looks, high-performance and real functional benefits - which are exactly the qualities we set out to integrate into the design of our two new hydration ranges.

Both Sipp™ travel mugs and Loop™ stainless-steel water bottles, the latter of which is shown below, provide valuable user benefits - in this case centred around storage and hygiene - and are made from high quality materials that are designed to last for many years of use. There's also no mistaking their genuine design credentials, with original aesthetics and a range of eye-catching colours.

We all need to play our part in the journey from a disposable, throw-away culture to one where reusability, longevity and quality are at the forefront of product design. We believe our new hydration range is just one step in that direction.

Antony & Richard Joseph



¹ <https://www.recyclenow.com/what-to-do-with/plastic-bottles-0>
² <https://www.theguardian.com/environment/2020/apr/26/why-britains-25-billion-paper-coffee-cups-are-an-eco-disaster>
³ <https://www.recycleacrossamerica.org/recycling-facts>
⁴ <http://www.freedoniagroup.com/industry-study/3174/cups-and-lids.htm>

Loop™
Vacuum insulated
water bottle

Design registered

The striking design of this water bottle makes it easy to carry but also provides a convenient place to keep the lid, either whilst drinking or when stored in a cupboard. Made from double-walled, vacuum-insulated 18/8 stainless steel with a heat-reflecting copper layer, it keeps drinks hot for up to 12 hours and cold for up to 24 hours and remains condensation-free in your bag. The leakproof lid also has the screw thread on the inside, making it a pleasure to drink from. Available with a tough, powder-coated finish or in beautiful, brushed stainless steel. Stay hydrated in style and help reduce the need for single-use plastic bottles.

BPA free. Capacity: 500 ml (17 fl. oz).
Hand wash only.



Leakproof and won't cause condensation in your bag



Lid stores neatly on neck of bottle



Video



Loop™ vacuum insulated water bottle
(81118) Green
(81119) Coral
(81120) Blue
(81121) Steel/Anthracite

Dimensions
H29 x W7 x D7 cm
(H11.4 x W2.7 x D2.7 inches)



Vacuum insulation keeps drinks hot for up to 12 hours and cold for up to 24 hours





Flip-top cap completely covers mouthpiece for better hygiene



Comfortable, non-slip grip



Leakproof, screw-top lid



Double-walled, vacuum insulated stainless steel remains cool to the touch (Sipp™ Steel only)

Sipp™ Travel mug with flip-top cap

Design registered

Reusable mugs can often be exposed to dirt and germs - firstly, if carried loose inside a handbag or rucksack but also when handled by baristas or café staff when purchasing drinks. This clever design, however, features a leakproof, flip-top cap that completely covers the mouthpiece when closed, keeping the area your lips touch when drinking much more hygienic and a screw-top lid to prevent accidental spills. Sipp™ is available in two versions - the first made from durable, BPA-free plastic with a soft-touch finish, providing both a non-slip grip and an extra layer of insulation when holding hot drinks; the second made from double-wall insulated stainless steel, ensuring the mug remains cool to the touch whilst helping to keep drinks hotter for longer. Now you can enjoy your favourite drink on-the-go and help reduce the need for single-use plastic cups.

Capacity: 340 ml (12 fl. oz).

Sipp™ - Dishwasher safe (top rack only).
Sipp™ Steel - Hand wash only.



Video



NEW



Dimensions
H13.6 x W8.2 x D8.2 cm
(H5.3 x W3.2 x D3.2 inches)

Sipp™ Travel mug with flip-top cap
(81122) Green
(81123) Coral
(81124) Blue

Sipp™ Steel Travel mug with flip-top cap
(81125) Steel/Anthracite



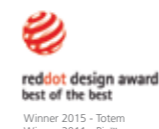
Merchandisers



Loop™/Sipp™
 Floor-standing merchandiser
 Disposable (Cardboard)
(991060)
Dimensions
 H160 x W47 x D47 cm
 (H62.99 x W18.5 x D18.5 inches)

Sipp™ countertop merchandiser
 Disposable (Cardboard)
 Holds 16 units
(991058)
Dimensions
 H29 x W36 x D34.5 cm
 (H11.42 x W14.17 x D13.58 inches)

We are proud to have won the following awards:



Joint Winner - Emerging Entrepreneur of the Year



Winner 2021 Gadgets - Multi-Prep™
 Winner 2020 Product Development
 Winner 2015 Housewares - Totem
 Winner 2015 Innovation Award - Totem
 Winner 2014 Innovation Award
 Winner 2013 Innovation Award
 Winner 2013 - Wash&Drain™
 Winner 2012 Innovation Award
 Winner 2011 Innovation Award
 Winner 2009 Innovation Award
 Winner 2009 - Nest 8™
 Winner 2008 Cutting Edge Award - Index™



Winner 2012 - Nest™ 9 Plus
 Highly Commended 2012 - Arena™
 Winner 2011 - Pie™
 Highly Commended 2011 - Rocker™
 Winner 2010 - Hands On™
 Highly Commended 2010 - Y-Grinder™
 Winner 2008 - Index™

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All product images and specifications are based upon current information. Joseph Joseph reserves the right to make changes from time to time, without notice or obligation, to specifications, colours or materials and to change or discontinue models. Some products or features may not be available in all markets.

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