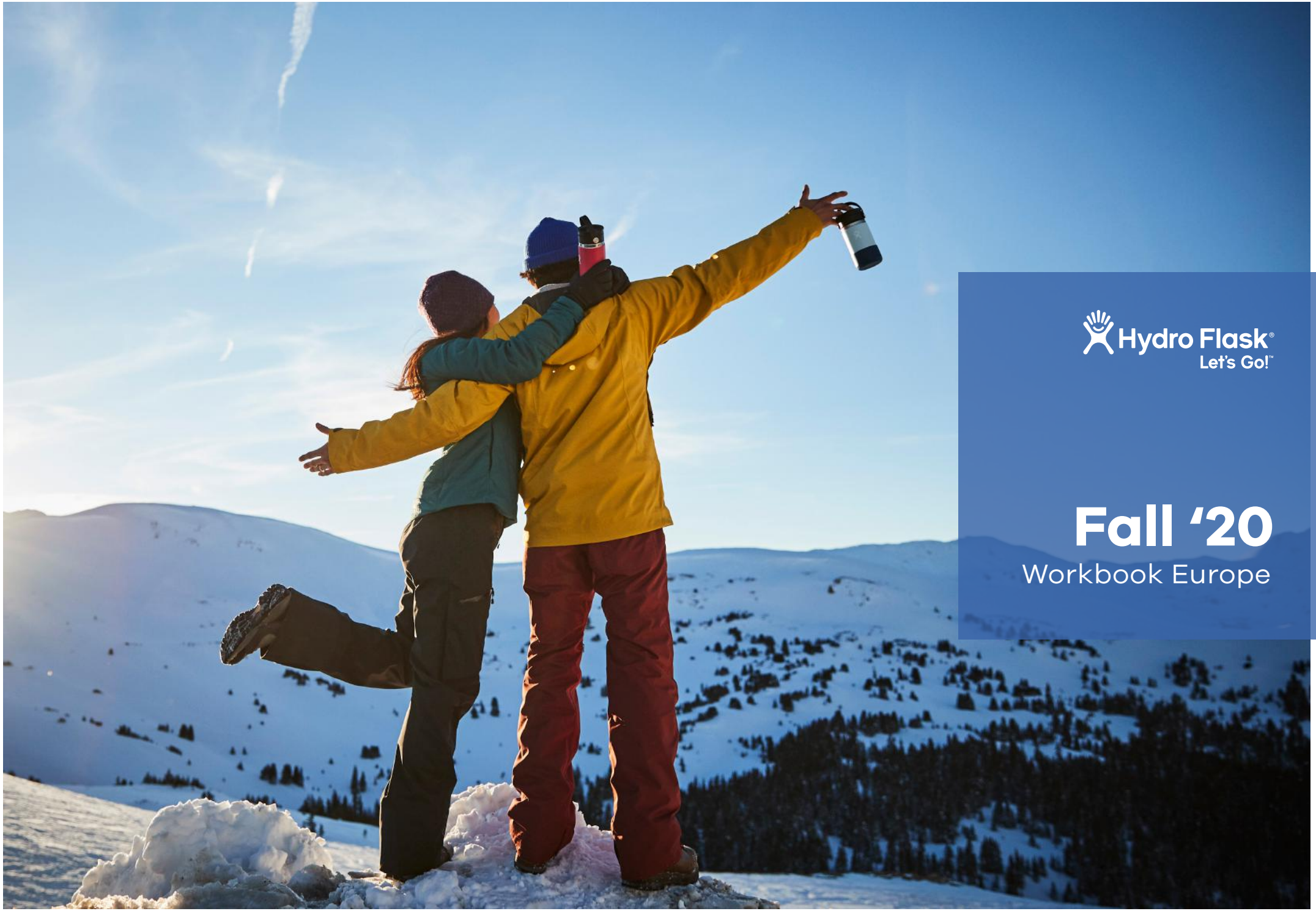

Hydro Flask®
Let's Go!™

Fall '20

Workbook Europe

We are Hydro Flask.

Whatever adventure you're planning, we're in. From afternoons at the swimming hole to your favorite hike. From morning meetings to sunsets in the park. We'll bring fuel worthy of the moment: wickedly hot coffee, just-out-of-the-cooler cold beverages or water that stays icy cold for hours.

All the science. All the heart behind our team's mantra: "Saving the world from lukewarm." Every hour of design that goes into each Hydro Flask® product we make—it's all for one thing: to be part of the moments that make life more exciting.

Today is wide open. And we're up for anything.

Let's Go!™

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Hard Goods

Our Hard Goods Collection features our expansive line of TempShield® vacuum insulated stainless steel products and a wide array of compatible accessories to match.

Our popular Bottles, Tumblers and Oasis deliver portable refreshment for any adventure. And our new Insulated Food Jars let you enjoy your favorite meal at just the right temperature, hours after you pack it.

Keep your favorite drinks and meals cold or hot, hour after hour. Anywhere. Anytime.

What's new in Fall 2020

Introducing the Insulated Food Jar.

Our new Fall '20 Hard Goods are created with the same high-performance expectations that we have for our whole Hydro Flask line.

Our Insulated Food Jars deliver long-lasting temperature retention - and that's just the beginning. We made each jar easy to open, durable and better than any other food jar we've ever used.

Insulated Food Jar

(page 14)

Fall '20 Product Colors

Black | White | Stone | Cobalt | Pacific | Olive | Watermelon | Fog | Hibiscus | Sunflower | Spearmint

Hydro Flask **Difference**

Temperature

TempShield® is our double wall, vacuum insulated technology that guards the temperature of any drink. It also guarantees no condensation or heat transfer to the outside of the bottle, ever. Cold stays ice cold and hot stays steaming hot for hours.

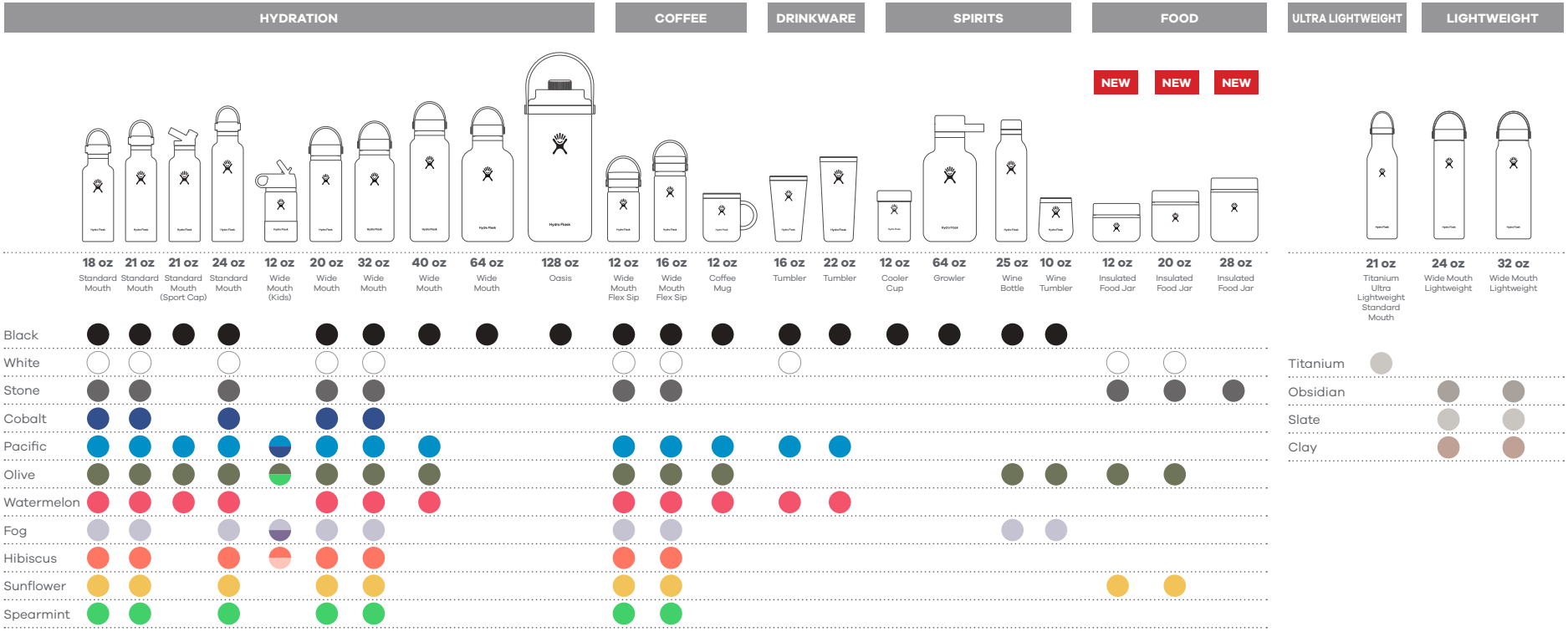
Taste

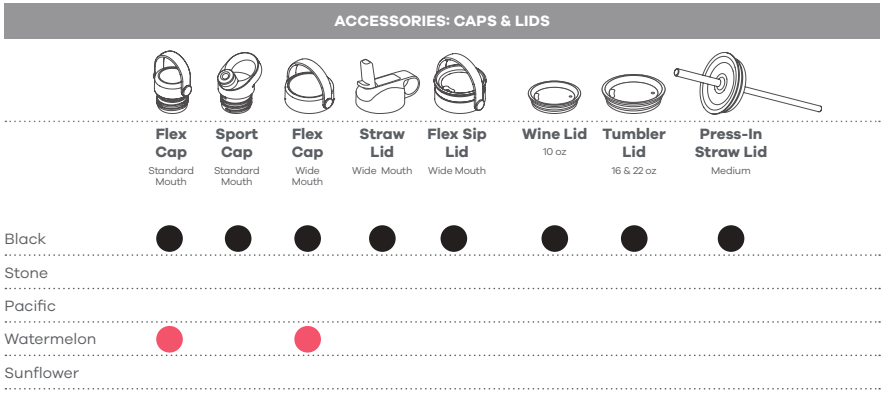
All of our bottles are made with 18/8 pro-grade stainless steel—a metal recognized for its strength and purity. It also protects against flavor transfer, ensuring today's latte won't taste like yesterday's lemonade.

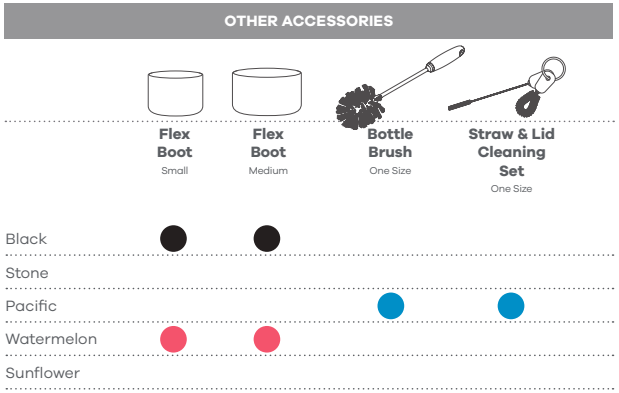
Transport

Thanks to our proprietary Color Last™ powder coat, your bottle stays slip-free and dishwasher safe, making it easy to go wherever you do.

Fall ‘20 Visual Line Plan







Standard Mouth

The Standard Mouth bottle is ideal for sipping, while still accommodating ice cubes. Featuring the insulated Flex Cap, designed for ultimate portability and comfort.

Features:

- TempShield® Double Wall Vacuum Insulation
- Fits Most Backpacks and Car Cupholders
- 18/8 Pro-Grade Stainless Steel
- BPA-Free
- Color Last™ Powder Coat
- Lifetime Warranty

Product	18 oz Standard Mouth	21 oz Standard Mouth	21 oz Standard Mouth (Sport Cap)	24 oz Standard Mouth
Colors				
Black	●	●	●	●
White	○	○		○
Stone	●	●		●
Cobalt	●	●		●
Pacific	●	●	●	●
Olive	●	●	●	●
Watermelon	●	●	●	●
Fog	●	●		●
Hibiscus	●	●		●
Sunflower	●	●		●
Spearmint	●	●		●
Specs				
Volume (ml/oz)	532 / 18	621 / 21	621 / 21	709 / 24
Weight (g/oz)	320 / 11.2	340 / 11.9	320 / 11.2	375 / 13.1
Case Qty	24	24	24	24

Works With

Sport Cap | Standard Mouth Flex Cap

(work with all above products)

Wide Mouth

The Wide Mouth bottle delivers full-on refreshment for any adventure. Featuring the insulated Flex Cap, designed for ultimate portability and comfort.

Features:

- TempShield® Double Wall Vacuum Insulation
- 18/8 Pro-Grade Stainless Steel
- BPA-Free
- Color Last™ Powder Coat
- Lifetime Warranty

Product	20 oz Wide Mouth	32 oz Wide Mouth	40 oz Wide Mouth	64 oz Wide Mouth
Colors				
Black	●	●	●	●
White	○	○		
Stone	●	●		
Cobalt	●	●		
Pacific	●	●	●	
Olive	●	●	●	
Watermelon	●	●	●	
Fog	●	●		
Hibiscus	●	●		
Sunflower	●	●		
Spearmint	●	●		
Specs				
Volume (ml/oz)	532 / 18	946 / 32	1180 / 40	1900 / 64
Weight (g/oz)	325 / 11.4	475 / 16.6	500 / 17.6	905 / 31.9
Case Qty	24	24	24	12

Works With

Wide Mouth Straw Lid | Wide Mouth Flex Sip Lid | Wide Mouth Flex Cap

(work with all above products)

Kids

Just the right size for little hands, our Hydro Flask for kids is made with the same stainless steel and double wall vacuum insulation as our larger bottles.

Features:

- TempShield® Double Wall Vacuum Insulation
- Silicone Flex Boot for Added Protection and Traction on Slippery Surfaces
- Easy to Clean
- Easy Sip Straw Lid
- 18/8 Pro-Grade Stainless Steel
- BPA-Free
- Color Last™ Powder Coat
- Lifetime Warranty

Product

12 oz
Wide Mouth
(Kids)

Colors

Pacific	
Olive	NEW COLOR
Fog	NEW COLOR
Hibiscus	NEW COLOR

Specs

Volume (ml/oz)	254 / 12
Weight (g/oz)	274.4 / 9.68
Case Qty	24

Works With

Wide Mouth
Flex Cap

Wide Mouth
Flex Sip Lid

Large Volume

Our easy-to-carry insulated Oasis lets you bring more than enough ice cold lemonade or piping hot chocolate for everyone.

Features:

- TempShield® Double Wall Vacuum Insulation
- Two Integrated Lids
- Base Designed for Easy Grab/Pour
- 18/8 Pro-Grade Stainless Steel
- BPA-Free
- Color Last™ Powder Coat
- Lifetime Warranty

Product

128 oz
Oasis

Colors

Black	
White	
Stone	
Cobalt	
Pacific	
Olive	
Watermelon	
Fog	
Hibiscus	
Sunflower	
Spearmint	

Specs

Volume (ml/oz)	3790 / 128
Weight (g/lb)	2250 / 4.96
Case Qty	6

Tumblers

Featuring 16 and 22 ounce sizes, our TempShield® vacuum insulated stainless steel Tumblers provide long-lasting, on-the-go refreshment.

Features:

- TempShield® Double Wall Vacuum Insulation
- Narrow Design for Comfortable Hold
- Splash-Proof Lid for Easy Transport
- 18/8 Pro-Grade Stainless Steel
- BPA-Free
- Color Last™ Powder Coat
- Lifetime Warranty

Product		**16 oz** Tumbler	**22 oz** Tumbler
Colors	Black	●	●
	White	○	
	Stone		
	Cobalt		
	Pacific	●	●
	Olive		
	Watermelon	●	●
	Fog		
	Hibiscus		
	Sunflower		
	Spearmint		
Specs	**Volume** (ml/oz)	473 / 16	650 / 22
	Weight (g/oz)	256 / 9.12	345 / 12.1
	Case Qty	24	24
Works With		Press-In Straw Lid Medium	Press-In Straw Lid Medium

Coffee

Our 12 and 16 ounce bottles with Flex Sip™ Lid align with the sizes at your favorite coffee and tea shops, and the 12 ounce Mug provides an immersive drinking experience anywhere.

Features:

- TempShield® Double Wall Vacuum Insulation
- Fits Most Backpacks and Car Cupholders (Excluding Coffee Mug)
- 18/8 Pro-Grade Stainless Steel
- Color Last™ Powder Coat (Excluding Coffee Mug)
- BPA-Free
- Lifetime Warranty

Product	12 oz Wide Mouth Flex Sip	16 oz Wide Mouth Flex Sip	12 oz Coffee Mug
Colors: Black	●	●	●
Colors: White	○	○	
Colors: Stone	●	●	
Colors: Cobalt			
Colors: Pacific	●	●	●
Colors: Olive	●	●	●
Colors: Watermelon	●	●	●
Colors: Fog	●	●	
Colors: Hibiscus	●	●	
Colors: Sunflower	●	●	
Colors: Spearmint	●	●	
Specs: **Volume** (ml/oz)	354 / 12	473 / 16	354 / 12
Specs: **Weight** (g/oz)	290 / 10.2	336 / 11.8	317 / 11.2
Specs: **Case Qty**	24	24	24

Works With

Wide Mouth Flex Cap

Wide Mouth Straw Lid

(for 12 and 16 oz Wide Mouth Flex Sip products)

Beer / Wine / Spirits

Our industry-leading Beer, Wine & Spirits category is designed to deliver pure taste, long-lasting temperature control and easy transport, so you can enjoy your favorite drinks anywhere.

Features:

- TempShield® Double Wall Vacuum Insulation
- 18/8 Pro-Grade Stainless Steel
- BPA-Free
- Color Last™ Powder Coat
- Lifetime Warranty

		64 oz Growler	10 oz Wine Tumbler	25 oz Wine Bottle	12 oz Cooler Cup™
Colors	Black	●	●	●	●
	White				
	Stone				
	Cobalt				
	Pacific				
	Olive		●	●	
	Watermelon				
	Fog		●	●	
	Hibiscus				
	Sunflower				
	Spearmint				
Specs	**Volume** (ml/oz)	1900 / 64	295 / 10	750 / 25	354 / 12
	Weight (g/oz)	825 / 28.9	175 / 6.2	440 / 15.5	272 / 9.6
	Case Qty	6	24	24	24
Works With					Wine Lid 10 oz

Trail Series™

21 oz Titanium Standard Mouth

Premium with a purpose.

Designed to be the lightest vacuum insulated bottle on the market, the 21 oz Ultralight Titanium Trail Series bottle is 35% lighter than our other 21 oz bottles thanks to a premium titanium design. Cold liquids stay cold for 24 hours and hot stay hot for 12 hours so you can stay hydrated on all of your trail adventures.

Works with*:

Sport Cap | Standard Mouth Flex Cap

Available color:

Titanium

Product specs:

Internal Vessel Volume:	21 oz / 621 ml
Configured Weight:	7.5 oz / 218 g
Case Quantity:	24

24 oz Lightweight Wide Mouth

Light but mighty.

Enough capacity to fuel your next big adventure, our 24 oz Lightweight Trail Series bottle is 25% lighter than our other 24 oz wide mouth bottles thanks to an innovative stainless steel design. Cold liquids stay cold for 24 hours and hot stays hot for 12 hours so you can stay hydrated on all of your trail adventures.

Works with*:

Wide Mouth Straw Lid | Wide Mouth Flex Sip Lid | Wide Mouth Flex Cap

Available colors:

Slate | Clay | Obsidian

Product specs:

Internal Vessel Volume:	24 oz / 709 ml
Configured Weight:	10 oz / 284 g
Case Quantity:	24

32 oz Lightweight Wide Mouth

Bring more, carry less.

Generously sized for your longer pursuits, our 32 oz Lightweight Trail Series™ bottles are 25% lighter than our other 32 oz bottles thanks to an innovative stainless steel design. Cold liquids stays cold for 24 hours and hot stays hot for 12 hours so you stay hydrated on all of your trail adventures.

Works with*:

Wide Mouth Straw Lid | Wide Mouth Flex Sip Lid | Wide Mouth Flex Cap

Available colors:

Slate | Clay | Obsidian

Product specs:

Internal Vessel Volume:	32 oz / 946 ml
Configured Weight:	12 oz / 348 g
Case Quantity:	24

* Accessories will change configured weight.

Food

Our 12, 20 and 28 ounce Insulated Food Jars keep food at the perfect temperature, no matter where your travels take you.

Features:

- Leak Proof
- Easy Grip Lid
- BPA-Free
- Color Last™ Powder Coat
- Lifetime Warranty

		12 oz Insulated Food Jar	20 oz Insulated Food Jar	28 oz Insulated Food Jar
Product				
Colors	Black			
	White	○	○	
	Stone	●	●	●
	Cobalt			
	Pacific			
	Olive	●	●	
	Watermelon			
	Fog			
	Hibiscus			
	Sunflower	●	●	
	Spearmint			
Specs	**Volume** (ml/oz)	355 / 12	591 / 20	828 / 28
	Weight (g/lb)	318 / 0.7	381 / 0.84	445 / 0.98
	Case Qty	12	12	12

What's new:
Insulated Food Jar

The perfect food jar is easy to describe. First, it has to be easy to open and convenient to eat from. Second, it needs to keep ice cream cold and soup hot. And last, it needs to travel without fear of leaks or breaking. That's the jar we made so you can take your yogurt parfait to the top of the trail or your spicy curry down the river. Jars rule.

TempShield® Insulation

Keeps food hot or cold for hours

Leak Proof

No matter how you pack it, your food will stay tightly sealed and leak free each and every time

Durable Design

Durable 18/8 pro-grade stainless steel construction

Jar Shape

Jar-like shape is easy to open and convenient to eat from while on the go

Accessories

We have everything you need to keep your Hydro Flask collection fresh. From our popular Wide Mouth Straw Lid and insulated Flex Caps to our protective Bottle Boots and handy Bottle Brush, we have you covered.

Features:

- Caps and Lids are Dishwasher Safe
- BPA-Free, Phthalate-Free and Toxin-Free
- Lifetime Warranty

Product	Flex Cap Standard Mouth	Sport Cap Standard Mouth	Flex Cap Wide Mouth	Straw Lid Wide Mouth	Flex Sip™ Lid Wide Mouth	Wine Lid 10 oz	Tumbler Lid 16 & 22 oz	Press-In Straw Lid Medium
Colors								
Black	●	●	●	●	●	●	●	●
Stone								
Pacific								
Watermelon	●		●					
Sunflower								
Spearmint								
Specs								
Weight (g/oz)	70 / 2.5	45 / 1.6	70 / 2.5	50 / 1.8	100 / 3.52	40 / 1.4	50 / 1.8	72.1 / 2.54
Case Qty	72	72	72	72	72	72	72	72

	Flex Boot Small	Flex Boot Medium	Bottle Brush One Size	Straw & Lid Cleaning Set One Size
Black	●	●		
Stone				
Pacific			●	●
Watermelon	●	●		
Sunflower				
Weight (g/oz)	33.4 / 1.18	45.7 / 1.61	91.7 / 3.23	2.83 / 0.1
Fits	12-24 oz bottles	32 & 40 oz bottles	all bottles	all straws and lids

Soft Goods

Our Soft Goods Collection features our award-winning Unbound Series™ Soft Coolers and our new Kids Insulated Lunch Box.

Whether you're off for a quick trip to the farmer's market or a weekend excursion with friends, our Soft Goods products let you easily transport your favorite food and beverages in a lightweight yet durable form. The smart insulation will ensure your favorite snacks and drinks stay at the perfect temperature, and you won't be slowed down by unnecessary weight.

So, go ahead, let adventure be your guide. We'll be there to fuel the day.

What's new in Fall 2020

We've got new gear for the upcoming season.

Our new Fall '20 Soft Goods are created with the same high-performance expectations that we have for our entire Hydro Flask line.

Our new Kids Insulated Lunch Box features a fun, kid-friendly design and a durable build fit for the playground. A fully lined interior makes for easy clean up, and flexible handle makes this lunch box easy for little hands to carry.

Kids Insulated Lunch Box

(page 23)

Fall ‘20 Product Colors

Black

Blackberry

Mushroom

Sunflower

Arctic

Grasshopper

Geranium

Ocean

Hydro Flask **Difference**

Smart Insulation

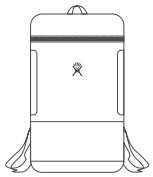
Our unique cold-retaining technology puts thicker insulation in the base where cold is most susceptible to loss, keeping your contents cold for up to 48 hours

Lightweight Durability

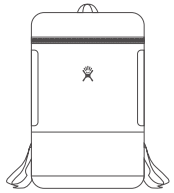
Carefully selected materials with an innovative weight-conscious design brings you the lightest, durable cooler in its class

Fall ‘20 Visual Line Plan

SOFT COOLERS

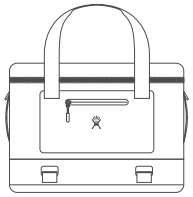


15 L Soft Cooler Pack



22 L Soft Cooler Pack

18 L Soft Cooler Tote



24 L Soft Cooler Tote

ICE PACK

Ice Pack

	15 L Soft Cooler Pack	22 L Soft Cooler Pack	18 L Soft Cooler Tote	24 L Soft Cooler Tote	Ice Pack
Black	●	●	●	●	
Mist					
Arctic	●	●	●	●	
Lava					
Pacific					●

FOOD TRANSPORT

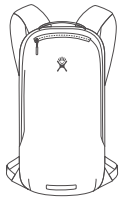
NEW

Insulated Lunch Box
Small

Kids Insulated Lunch Box
Small

	Insulated Lunch Box (Small)	Kids Insulated Lunch Box (Small)
Blackberry	●	
Mushroom	●	
Arctic		
Grapefruit		
Sunflower	●	
Grasshopper		●
Geranium		●
Ocean		●
Iris		

DOWN SHIFT™



14 L Down Shift™ Hydration Pack

	14 L Down Shift™ Hydration Pack
Black	●
Sapphire	●
Guava	●

What's new:

Kids Insulated Lunch Box

Lunch is an important part of every kid's day. From quick bites at recess to lunch breaks in the cafeteria, it's the meal that powers kids through the school day. That's why we created the ultimate kids lunch box, featuring maximum insulation to keep their favorite foods cold for hours.

Maximum Insulation

Two layers of insulation means lunch stays cold for hours

Durable Design

Bumps, scrapes and bruises are no match for this lunch box

Easy to Clean

A fully lined interior means simple wipe down and easy clean up

Comfortable Carry

Just the right size for little hands, our flexible handle makes for easy carry – wherever lunchtime may be

Kids Insulated Lunch Box

Our Kids Insulated Lunch Box features a fun, kid-friendly design and a durable build fit for the playground. A fully lined interior makes for easy clean up, and flexible handle makes this lunch box easy for little hands to carry.

Features:

- Two layers of insulation means your favorite foods stay cold for hours
- Kid-friendly design and a durable build fit for the playground
- A fully lined interior means simple wipe down and easy clean up
- Flexible handle is easy for little hands to carry
- A flexible band holds utensils and snacks

Product		**Kids' Insulated Lunch Box** Small
Colors	Grasshopper	
	Geranium	
	Ocean	
	Iris	
Specs	**Volume** (liter)	3.5
	Weight (g/lb)	680 / 1.5
	Case Qty	10

Soft Cooler Packs

Built to withstand epic adventures, but light enough to wear for miles, our Unbound Series™ Soft Cooler Packs are the lightest coolers in their class. Load up with plenty of room for whatever you're bringing along—and keep it cold for up to 48 hours. A mesh back panel and padded shoulder straps offer the ultimate hands-free transport and a dry storage pocket allows for added versatility.

Features:

- Smart Insulation keeps your contents cold for up to 48 hours
- The lightest, durable cooler in its class
- YKK's Watertight AQUASEAL® zipper and welded seams ensure leak proof transport; no water in, and no water out
- Durable 420D nylon shell is ultra-light and waterproof
- Wide mouth hinged top makes for easy access and easy cleaning
- Mesh back panel and padded shoulder straps for a comfortable hands-free transport
- Woven sternum strap and carry handles
- Compression molded base for unsupported self-standing
- FDA food grade, BPA-free liner: free from toxins, free from worry
- Dry storage top pocket for added versatility
- Side pocket keeps your small essentials at the ready
- Stretch mesh pocket fits a Hydro Flask bottle
- Two welded nylon tie-down points for added stability

Product	15 L Soft Cooler Pack	22 L Soft Cooler Pack
Colors		
Black	●	●
Arctic	●	●
Lava		
Specs		
Volume (liter)	15	22
Weight (g/lb)	1134 / 2.5	1360 / 3
Case Qty	1	1

Soft Cooler Totes

Designed to keep whatever you're packing ice cold for up to 48 hours, our Unbound Series™ Soft Cooler Totes are the lightest coolers in their class, yet durable enough for the backcountry. A removable shoulder strap gives you multiple carry options while side pockets give you a nice place to stash keys or a phone.

Features:

- Smart Insulation keeps your contents cold for up to 48 hours
- The lightest, durable cooler in its class
- YKK's Watertight AQUASEAL® zipper and welded seams ensure leak proof transport; no water in, and no water out
- Durable 420D nylon shell is ultra-light and waterproof
- Wide mouth hinged top makes for easy access and easy cleaning
- Compression molded base for unsupported self-standing
- Removable shoulder strap for multiple carry options
- FDA food grade, BPA-free liner: free from toxins, free from worry and easy to clean
- Side pockets keep your small essentials at the ready
- Four welded nylon tie-down points for added stability

Product	18 L Soft Cooler Tote	24 L Soft Cooler Tote
Colors		
Black	●	●
Arctic	●	●
Lava		
Product Specs		
Volume (liter)	18	24
Weight (g/lb)	1180 / 2.6	1542 / 3.4
Case Qty	1	1

Insulated Lunch Box

Our Insulated Lunch Box features a sleek, stylish design that is ready for the office, and a durable build fit for weekend outings. A fully lined interior makes for super easy cleanup, and durable enough to tag along on hikes or a day on the river. Now you can take lunch anywhere.

Features:

- Two layers of insulation means your favorite foods stay cold for hours
- Modern design paired with rugged durability to withstand any adventure
- A fully lined interior means simple wipe down and easy clean up
- Flexible handle is easy to carry—wherever your lunch break takes you
- Two sizes perfect for weekday lunch breaks or weekend outings

Product		**Insulated Lunch Box** Small
Available Colors	Blackberry	
	Mushroom	
	Arctic	
	Sunflower	
Specs	**Volume** (liter)	3.5
	Weight (g/lb)	680 / 1.5
	Case Qty	10

Ice Pack

The perfect companion for your Unbound Series™ Soft Cooler, our Ice Pack is durable enough for any adventure.

Features:

- Refreezable
- Non Toxic Fill
- Ultra Cool Liquid Contents
- Easy Grab Handle
- Durable Molded Plastic Construction

Product

Unbound Series™
Ice Pack

Colors

Pacific

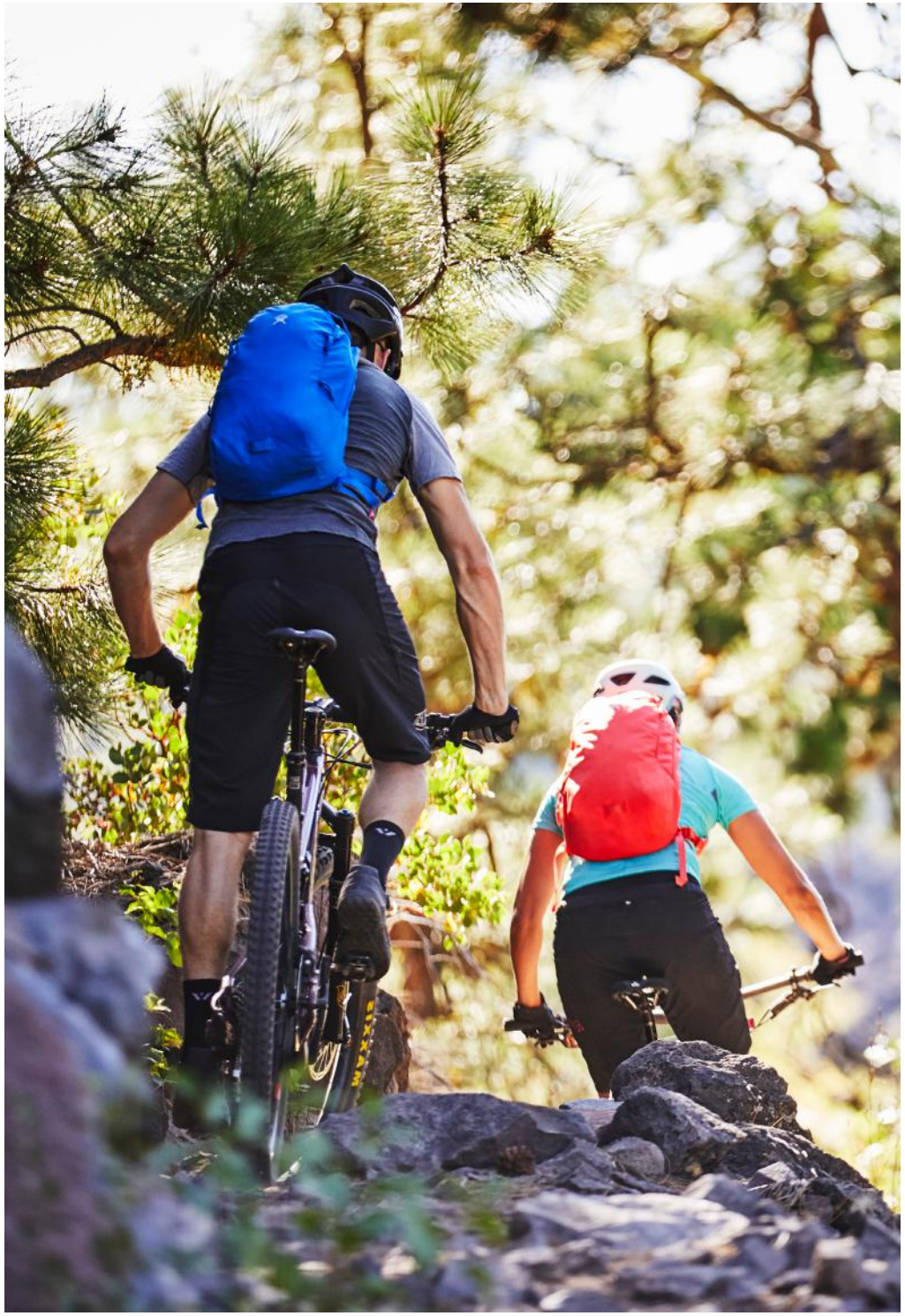
Specs

Weight (g/oz)	595 / 21
Case Qty	24

The revolution of cold.

CHILLED FOR 4+ HOURS

Our Hydration Pack offers the revolutionary insulation you expect from Hydro Flask®, with our Cold Flow™ System that keeps water cold for over four hours. The insulated reservoir and neoprene sleeve with reflective lining maintain cold water temperature, while the articulated back panel lets air flow between you and your pack to prevent body heat transfer. Our Insulated Hydration Pack is the perfect solution to stay cool on your favorite ride, with enough capacity for trail essentials. Stay refreshed and enjoy the journey.



Cold Flow™ System

COLD WATER FOR OVER 4 HOURS!

Our Cold Flow™ System is designed to maintain cold water temperature so you can stay refreshed and enjoy the journey.

External Airflow Design

Articulated back panel keeps space between you and your pack, letting air flow to avoid body heat transfer

Insulated Reservoir

HydraPak® IsoBound™ insulated sweat proof reservoir helps to maintain cold water temperature for hours

Neoprene Sleeve with Reflective Lining

Insulating neoprene reservoir sleeve with reflective lining keeps heat out and reflects cold back in

14 L Down Shift™ Hydration Pack

- The Down Shift™ Hydration Pack offers our revolutionary Cold Flow™ System that keeps water chilled for 4+ hours. Designed to shift weight down for a stable ride while offering ample storage for your gear. Water stays cool. You stay comfortable. Mile after mile.
- Perimeter Zipper for Inside Access
- Easy Access Storage
- Scratch-Free Pocket for Sunglasses or a Phone
- Helmet Attachment Loops
- HydraPak® Blaster™ Bite Valve
- 2 L Insulated Reservoir
- Chest Strap with Integrated Whistle
- Bike Light Attachment

Available Colors:

Black Sapphire Guava

Product specs:

Configured Weight: 2.7 oz / 1.22 kg
Case Quantity: 4

Notes:

Hydro Flask®

hydroflask.com

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