



FOR IMMEDIATE RELEASE

THERMOS LAUNCHES PATINA VIE COLLECTION AT INTERNATIONAL HOME + HOUSEWARES SHOW

New design collaboration brings creative style to beverageware and food storage lines

SCHAUMBURG, Ill. (March 9, 2018) — Thermos L.L.C., the world’s leading manufacturer of portable insulated food and drink containers sold under its flagship Genuine Thermos® Brand, has partnered with the style-makers at Patina Vie to launch a new beverageware line debuting at the 2018 International Home + Housewares Show (#S2443). The collection features unique and stylish patterns on Thermos brand drinkware and food jars to give consumers a way to embrace their personal style on the go.

Since 2014, Patina Vie, whose tagline is “history and style collide,” has created artistic designs for some of the most recognizable home and housewares brands. Founded and led by Sarah Willett, the Patina Vie team has created colorful motifs exclusively for Thermos. The new products will combine Patina Vie’s recognizable fashion-inspired artwork with the Thermos brand’s premium functionality.

“The design aesthetic Patina Vie has brought to housewares industry is tasteful and timeless, inspiring us to infuse their soulful designs into a brand-new collection,” said Julia Fitzgerald, VP of marketing, Thermos L.L.C. “Through this partnership, people will have a colorful new way to eat and drink on the go while using the quality, insulated products they’ve come to expect from Thermos.”

The Thermos Patina Vie line will include a full range of BPA-free, vacuum insulated products including a 16 ounce stainless steel tumbler, 16 ounce beverage bottle and 10 ounce food jar designed to keep food and drinks at their proper temperatures. BPA-free Eastman Tritan™ copolyester double-wall tumblers and hydration bottles will also be available in a variety of sizes. A line of soft coolers will launch later in 2018.

“The long history of the Thermos brand aligns perfectly with the enduring designs Patina Vie aims to create,” said Patina Vie founder Sarah Willett. “Stylish beverageware is no longer reserved exclusively for use inside the home. This collection was curated with Thermos to incorporate trending hues and stylistic patterns—giving consumers a fashionable way to hydrate at work, in the car, or anywhere in between.”

A selection of the products will be on display at the Thermos IHHS booth #S2443. The complete Thermos Patina Vie collection launches at retail and Thermos.com in the fall of 2018. For more information, visit www.Thermos.com.

About Thermos L.L.C.

Since 1904, Thermos has provided unique solutions for keeping food and beverages hot, cold and fresh. Today, Thermos is a global manufacturer of an expanding range of innovative portable food and beverage containers that provide a more comfortable, enjoyable eating and drinking experience for people on the go. Visit www.thermos.com, [facebook.com/Thermos](https://www.facebook.com/Thermos) and [@Thermos](https://www.instagram.com/Thermos).

About Patina Vie

Designer Sarah Willett founded Patina Vie in 2014 in Green Lake, Wisconsin with a mission to curate designs combining history and style. The passionate team behind the brand includes vintage collectors, product designers, artists and style-makers...ever-charmed by the warm layers of time. Patina Vie offers new and vintage home décor collections including furniture, bedding, dinnerware, ceramics, rug and textiles. Visit www.patinavie.com, [facebook.com/PatinaVie](https://www.facebook.com/PatinaVie) and [@patinavie](https://www.instagram.com/patinavie).

###

Contact:
Joyce Wu
Thermos L.L.C.
847.593.6591
Joyce.wu@thermos.com