

# MOO's Exclusive Catalog

From Brochures to Folders. Only available with a MOO business plan.



# The perks of printing at MOO

1

## Premium is our standard

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From our paper stock to our finishes—we start at premium and go all the way to extra-fancy.

2

## Full color, both sides

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Make your designs stand out by printing both sides in vivid color—always included at no extra cost.

3

## Quality checked

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Every order is checked before printing. And there's always expert (human) help on hand.

4

## Satisfaction guaranteed

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If your order isn't 100% jaw-dropping perfection, we'll do whatever it takes to make it right.

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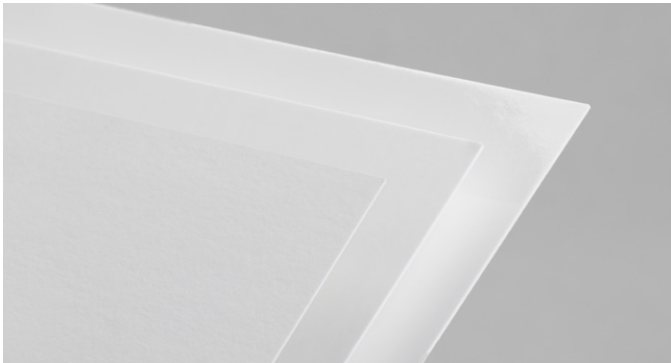


# Our Paper Stocks get noticed

Compare our range of card and paper stocks—they start at premium and go all the way to extra-fancy.

PRINTED PRODUCTS





## Original

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Our feel-good premium paper offers great quality AND great value. Perfect for a range of print projects.

### ORIGINAL CARD STOCK

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- 16-17pt thickness, 130lb weight
- Smooth matte or shiny gloss finish
- Available in Business Cards, MiniCards, Postcards and custom sizes from 3.5" x 1.5" up to 11" x 17"

### ORIGINAL GREETING CARD STOCK

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- 16pt thickness, 125lb weight
- Light satin finish (left uncoated inside for writing)
- Available in Greeting Card size

### ORIGINAL PAPER STOCK

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- 6.2pt thickness, 80lb weight
- Silky finish, laser printer safe (US Letter size only)
- Available in Letterhead size



## Super

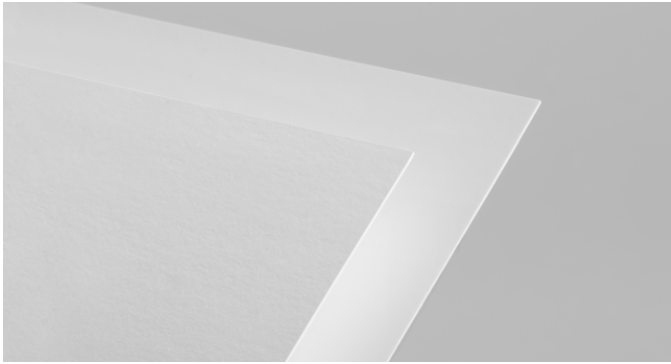
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An ultra-durable and "non-bendy" premium paper. Available in Soft Touch, High Gloss or with extra special finishes.

### SUPER CARD STOCK

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- 18pt thickness, 150lb weight
- Velvety Soft Touch or shiny High Gloss finish
- Add Foils, Spot Gloss and Raised Spot Gloss accents (on Soft Touch finish only)
- Available in Business Cards, Postcards and custom sizes from 3.5" x 1.5" up to 11" x 17"



## Cotton

---

100% tree-free. 100% recyclable. Made from cotton linters (the fuzz around the seed). The process requires no bleaching and gives them a nice soft texture with a naturally bright white and a smooth, crisp feel.

### COTTON CARD STOCK

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- 18pt thickness, 110lb weight
- An uncoated finish you can write on
- Naturally textured paper that FEELS good
- Bright white, so colors print vividly
- Available in Business Cards and custom sizes from 3.5" x 1.5" up to 11" x 17"



## Luxe

---

Our most luxurious paper is made with thick and sumptuous Mohawk Superfine. It's naturally textured and uncoated for writing on.

### LUXE CARD STOCK

---

- 32pt thickness, 220lb weight
- Made with four layers of Mohawk Superfine
- With a choice of eight seam colors that run through the middle of the cards
- Available in Business Cards, MiniCards, Notecards, Postcards, Invitations and custom sizes from 3.5" x 1.5" up to 11" x 17"

### LUXE PAPER STOCK

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- 6.4pt thickness, 80lb weight
- Made with a single layer of Mohawk Superfine
- Available in Letterhead size



## Premium Flyers

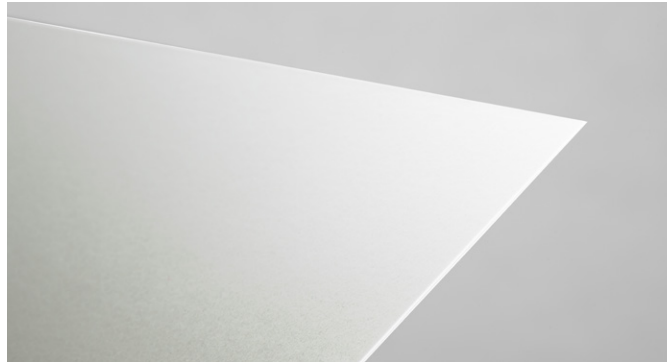
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With a satisfyingly substantial feel for a big impact.

### PREMIUM FLYER CARD STOCK

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- 8.5-11pt thickness, 80-100lb weight
- Natural matte or bright white gloss finish
- Available in Flyers, Folded Brochures and non-folded custom sizes from 3.5" x 1.5" up to 11" x 17"



## Pearlescent Flyers

---

Thick, shiny and with an eye-catching metallic coating – this paper makes a lasting impact.

### PEARLESCENT FLYER CARD STOCK

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- 10pt thickness, 110lb weight
- Available in Flyers and custom sizes from 3.5" x 1.5" up to 11" x 17"





## Eco

---

An uncoated, 100% recycled (and recyclable) paper that prints in super sharp detail. And it's ready to get your message out there – sustainably, affordably and with trusted MOO quality.

### **ECO POSTCARD STOCK**

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- 15pt thickness, 100lb weight
- Made from 100% post-consumer recycled waste and 100% recyclable
- Available in Square, Standard, Medium, and Rack sizes

### **ECO FLYER STOCK**

---

- 12pt thickness, 80lb weight
- Made from 100% post-consumer recycled waste and 100% recyclable
- Available in Square, Standard, Medium, and Rack sizes



# Professionally branded stationery

Bring your company identity to life  
on Greeting Cards, Postcards,  
Envelopes and even custom sizes.

PRINTED PRODUCTS



## Stationery

### Greeting Cards

Premium Greeting Cards you can personalize inside and out—complete with envelopes.

#### PAPER STOCK

---

- Choose from our standard Greeting Card stock or Super card stock with a silky, smooth Soft Touch finish
- Thickness: 16pt

#### AVAILABLE SIZES

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- 4.13" x 5.83"

#### OPTIONS

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- Special finishes:
  - Gold Foil
  - Silver Foil
  - Copper Foil
  - Spot Gloss
  - Raised Spot Gloss
- Print full CMYK color on both inside pages as well as the front and back
- Free Original White Envelopes included





## Stationery

### Super Postcards

Tough, durable and uniquely "non-bendy", Super Postcards make a memorable impression.

#### PAPER STOCK

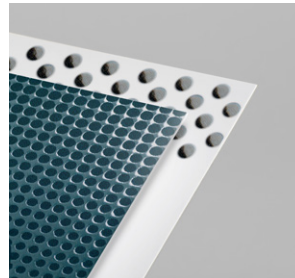
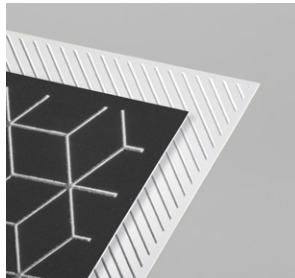
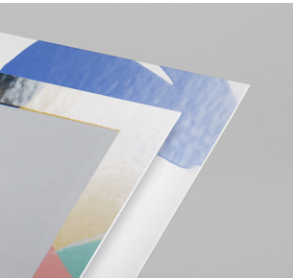
- Paper: Super
- Finish: Soft Touch
- Weight: 150lb
- Thickness: 19pt

#### AVAILABLE SIZES

- Standard 4" x 6"
- Square 4.72" x 4.72"
- Rack Card 3.67" x 8.5"
- Medium 5" x 7"
- Half Page 5.5" x 8.5"
- Large 6" x 9"
- Also available in custom sizes from 3.5" x 1.5" up to 11" x 17"

#### OPTIONS

- Get one side uncoated without a finish, for writing on
- Special finishes:
  - Gold Foil
  - Silver Foil
  - Copper Foil
  - Spot Gloss
  - Raised Spot Gloss





## Stationery

### Custom Envelopes

Add your brand to anything you send in an Envelope. And it won't get mistaken for junk mail.

#### PAPER STOCK

- Original White
- Luxe White

#### AVAILABLE SIZES

- Small: 6.10" x 4.33"
- Square: 4.9" x 4.9"
- Medium: 7.24" x 5.23"
- Large: 9.5" x 6.5"
- #9 Envelopes: 8.88" x 3.88"
- #10 Envelopes: 9.5" x 4.12"

#### FEATURES

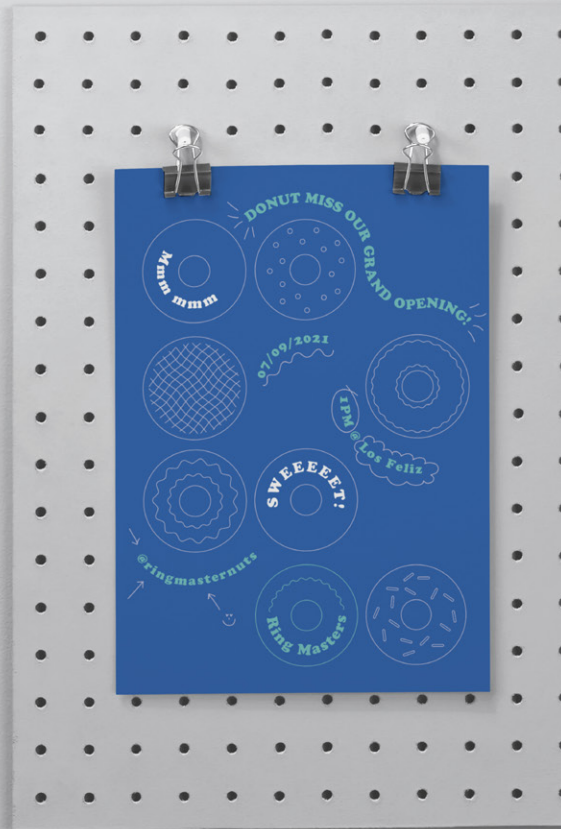
- Laser print safe option  
(available on request at no extra cost)
- Optional Peel & Seal closure (#10 size only)

#### OPTIONS

- Choose to print up to 3 Pantone colors or in CMYK
- Print designs on the front and/or the flap on the back

#### ORDERING DETAILS

- Minimum quantity starting at 500
- Lead time: 6 working days  
Shipping not included



## Stationery

### Custom Sizes

Bring your design vision to life with custom sizes available on most of our MOO paper stocks.

#### PAPER STOCK

- Original
- Super
- Cotton
- Luxe
- Premium Flyer
- Pearlescent

#### AVAILABLE SIZES

- 3.5" x 1.5" up to 11" x 17"

#### OPTIONS

- Get one side uncoated without a finish, for writing on
- Printfinity and Data Merges available
- Special finishes:
  - Gold Foil
  - Silver Foil
  - Copper Foil
  - Spot Gloss
  - Raised Spot Gloss

#### ORDERING DETAILS

- Minimum order is \$2000 per product
- Confirm lead time and shipping options with your account manager at time of order.



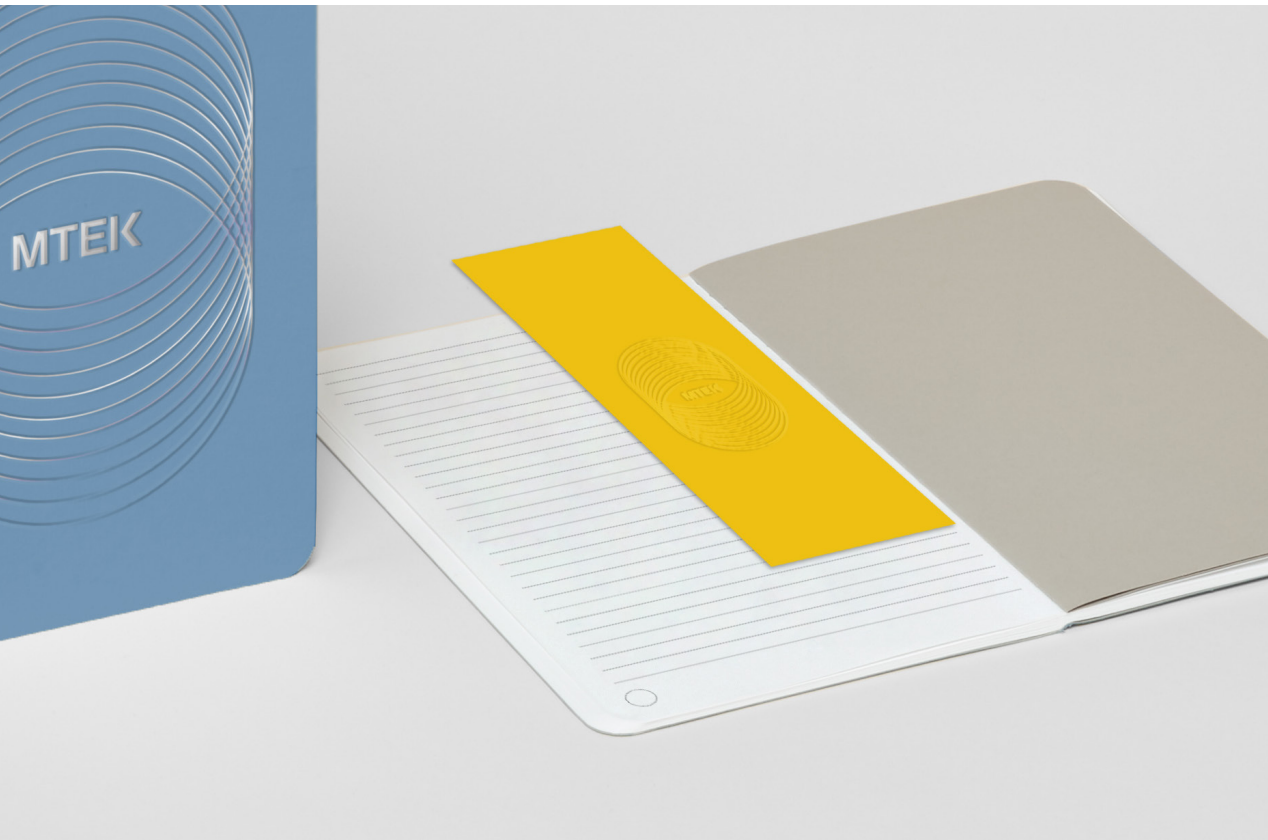


MOO

# Bookmarks

The perfect branding companion for  
more than just saving your spot.

PRINTED PRODUCTS



## Bookmarks

Ideal companion for MOO Notebooks and Journals, but can be used as mini flyers—they fit inside pockets and are easy to hand out, included as packing inserts, or turned into coupons or referral cards.

### PAPER STOCK

- Original
- Super
- Cotton
- Luxe

### AVAILABLE SIZES

- 2" x 6"

### OPTIONS

- Special finishes:
  - Gold Foil
  - Silver Foil
  - Copper Foil
  - Spot Gloss
  - Raised Spot Gloss

### ORDERING DETAILS

- Minimum quantity starting at 100
- Lead time: 5 working days  
Shipping not included



A modern workplace  
for a better planet

MONDAY THINKING  
INTERIORS  
AND INSPIRATIONS  
WITH  
CAROLINE HIX

Studio  
Amber



Kendall So

THANKS  
FOR YOUR  
ORDER

STACK FÖR DIN BESTÄLLNING

NORDISKA

MOO

# Eco Paper

Squares, rectangles,  
and 100% circular.

PRINTED PRODUCTS





## Eco Paper

A tactile and premium recycled paper, available in sturdy Postcards or lightweight Flyers. Eco prints in super sharp detail, using water-based inks. Made for businesses who want to reduce environmental impacts – without sacrificing quality.

### PAPER STOCK

- Eco Postcard
- Eco Flyer

### AVAILABLE SIZES

- Standard 4" x 6"
- Square 4.72" x 4.72"
- Rack Card/Long Flyer 3.67" x 8.5"
- Medium 5" x 7"

### FEATURES

- Made with 100% post-consumer recycled paper, and 100% recyclable
- Our most affordable option, for bulk orders of 1500+
- Made with windpower and all electricity used to make this paper is matched with renewable energy credits from Green-e certified windpower projects.

### ORDERING DETAILS

- Minimum quantity starting at 1500 for Rack and Medium, 2000 for Square and Standard
- Lead time: starting at 4 working days  
Shipping not included





# Special Sizes

Leave your mark everywhere with always premium paper in unique sizes.

PRINTED PRODUCTS



## Special Sizes

Original · Super · Cotton

All of the paper stocks you know and love, in special sizes for your special project.

### PAPER STOCK

- Original
- Super
- Cotton

### AVAILABLE SIZES

- 1.5" x 3.5"
- 3.25" x 4"
- 3" x 5"
- 5" x 8"
- 4.25" x 11"
- 8" x 10"
- 11" x 17"

### AS SEEN HERE

- Room Service Menu: 4.25" x 11"
- Review Card: 3.5" x 1.5"
- Detail Card: 3.25" x 4"
- Gift Tag: 1.5" x 3.5"
- Welcome Flyer: 5" x 8"

### OPTIONS

- Choose from our coated / uncoated stocks
- Special finishes available
- Extra custom sizing availability according to volume of request





## Special Sizes

### Small Sentiments

Brand everything with these premium little leave-behinds.

#### AS SEEN HERE

- Top: Information Tag 1.5" x 3.5"
- Bottom Left: Restaurant Menu 5" x 8"
- Bottom Left: Review Card 3.5" x 1.5"
- Bottom Right: Digital Menu Card 3.5" x 1.5"
- Bottom Right: Menu 4.25" x 11"

#### IDEAL USES

- Retail hang tags
- Gift tags
- Discount & promotional cards
- Recipe cards
- Place cards

#### ORDERING DETAILS

- Minimum order quantity: 100
- Lead time is 4–5 working days\* + shipping
- Full color CMYK printing on both sides
- Hole punching/die cutting not available

\*Lead time is subject to change or may be temporarily extended. Please confirm with your account manager at time of order.





## Special Sizes

### Big Ideas

Make an impact with these out of the ordinary sizes.

#### AS SEEN HERE

- Top: Room Service Menu 10" x 8"
- Bottom Left: Room Service Flyer 5" x 8"
- Bottom Left: Hotel Key Card Holder 4" x 3.25"
- Bottom Left: Guest Services Handout 10" x 8"
- Bottom Right: Promotional Flyer 4.25" x 11"
- Bottom Right: Review Card 5" x 3"

#### IDEAL USES

- Special letter/Announcements
- Signs/Posters
- Presentation covers
- Food & beverage menus
- Service menus

#### ORDERING DETAILS

- Minimum order quantity: 100
- Lead time: 4-5 working days + shipping
- Full color CMYK printing on both sides
- Hole punching/die cutting not available

\*Lead time is subject to change or may be temporarily extended. Please confirm with your account manager at time of order.





# Ultra-versatile Folded Brochures

In either Tri-fold or Bi-fold, there's space to tell your story in an eye-catching and easy-to-read way.

PRINTED PRODUCTS



## Folded Brochures

### Tri-fold Brochures

Full color, ultra-premium and printed on both sides –these brochures are impossible to put down.

#### PAPER STOCK

---

- Paper: Premium Flyer
- Finish: Matte or Gloss
- Weight: 80lb
- Thickness: 11pt

#### AVAILABLE SIZE

---

- Full Size: 8.5" x 11"
- Folded Size: 8.5" x 3.67"

#### ORDERING DETAILS

---

- Minimum quantity starting at 100
- Lead time: 5 working days  
Shipping not included





## Folded Brochures

## Bi-fold Brochures

Beautifully tactile brochures made with premium paper and high quality finishes.

### PAPER STOCK

- Paper: Premium Flyer
- Finish: Matte or Gloss
- Weight: 100lb
- Thickness: 8.5pt

### AVAILABLE SIZE

- Full Size: 8.5" x 11"
- Folded Size: 5.5" x 8.5"

### ORDERING DETAILS

- Minimum quantity starting at 100
- Lead time: 5 working days  
Shipping not included

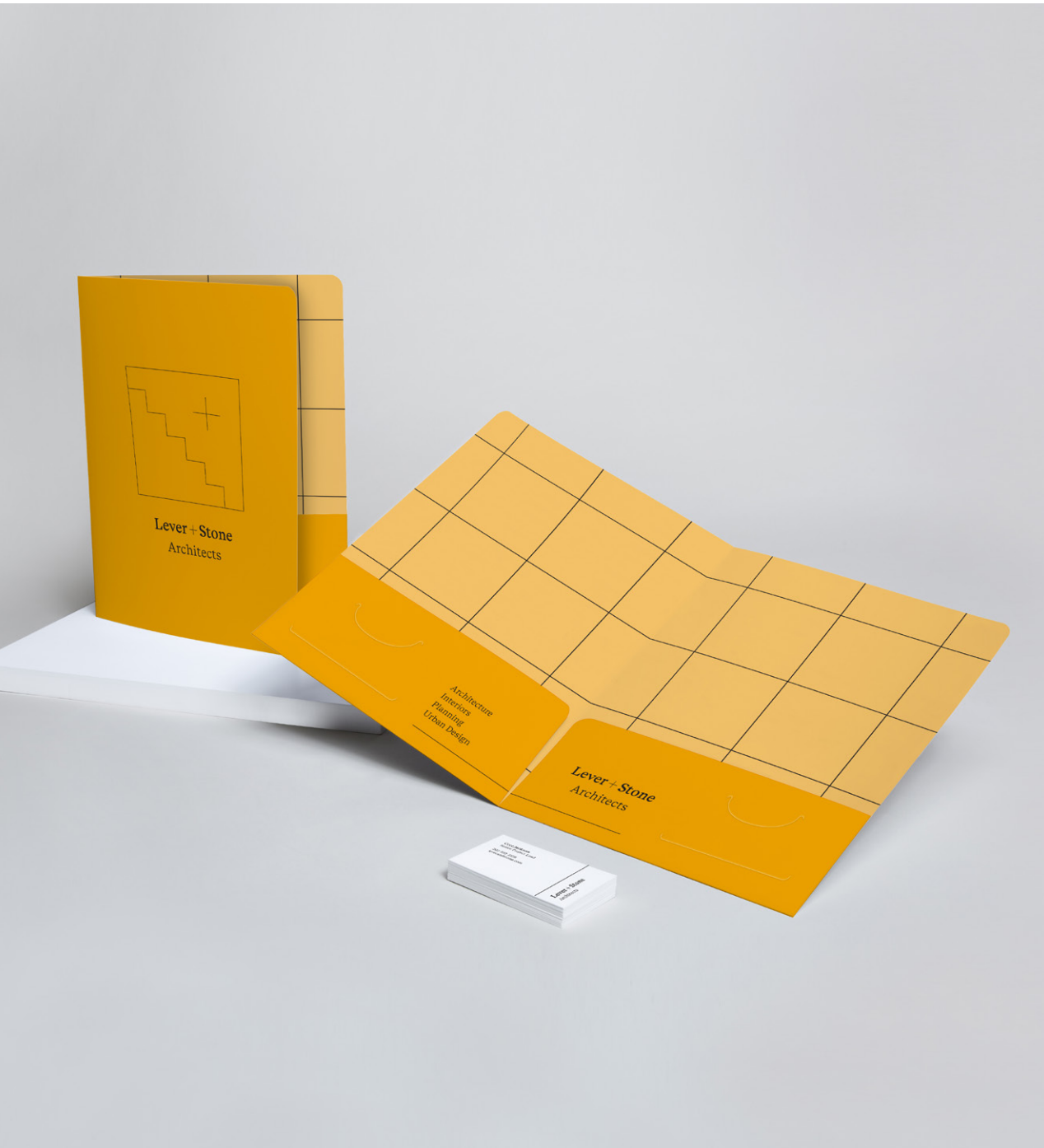




# High-quality Presentation Folders

The best way to keep all your essential information in one place—and present it beautifully.

PRINTED PRODUCTS



## Presentation Folders

Organize your documents with these ultra-premium, full-color Presentation Folders.

### PAPER STOCK

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- Finish: Matte
- Weight: 108lb
- Thickness: 16pt

### AVAILABLE FINISH

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- External: Soft Touch lamination
- Pockets: Soft Touch lamination
- Inside: Coated finish

### AVAILABLE SIZE

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- Folded Size: 9" x 12"

### FEATURES

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- Internal pockets with slots to hold Standard or MOO size business cards in any paper (even Luxe)

### OPTIONS

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- Available with one or two interior pockets

### ORDERING DETAILS

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- Minimum quantity starting at 150
- Lead time: Available upon request



MOO

## Durable Floor Decals

These anti-slip floor graphics help your team and customers stay safe. They're tough enough to stand up to floor traffic, but won't leave any sticky residue.

PRINTED PRODUCTS





## Decals

### Floor Decals

The floor decals are completely yours to customize. Position your logo. Add your brand colors. The sky (and the floor) is the limit!

#### PAPER STOCK

- Low-peel adhesive vinyl
- Finish: Added matte laminate
- Thickness: 3.4mm

#### AVAILABLE SIZES

- Square: 12" x 12"
- Circle: 12"

#### FEATURES

- Durable and scuff-resistant - withstands foot traffic
- Lasts 3-6 months under normal conditions
- Conforms to safety standards (UL 410 slip-resistant)
- Indoor use only. Suitable for commercial tile, sealed concrete, sealed wood and smooth ceramic tile

#### ORDERING DETAILS

- Minimum quantity starting at 10
- Lead time: 6 working days  
Shipping not included



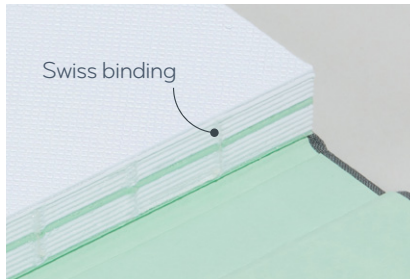


MOO

# Notebooks and Journals

Load up on our exclusive off-the-shelf designs. Or go all out and customize them by adding your brand colors, logos and even special finishes.

CUSTOM MERCHANDISE



## Notebooks

### Essential Cloth Hardcover

Our classic Notebook design is a mix of premium materials and practical design features.

#### COVER

- Durable Book Cloth
- Available in seven colors:
  - Jet Black cover with Duck Egg center pages
  - Charcoal Grey cover with Mint center pages
  - Midnight Blue cover with Tan center pages
  - Wine Red cover with Lavender center pages
  - Alpine Green cover with Pale Peach center pages
  - Sky Blue cover with Pastel Pink center pages
  - Berry Red cover with Turquoise center pages

#### INSIDE

- 160 pages of Swedish Munken Kristall paper (lined or dotted depending on cover color)
- 16 page center seam of blank G.F. Smith color paper
- Heavyweight, textured top sheet

#### FEATURES

- Heat-sealed wayfinding ribbon
- Lay-flat design with Swiss binding

#### ORDERING DETAILS

- No minimum order quantity
- Available for order through the business account platform



## Notebooks

### Custom Cloth Hardcover

All the same features as our Essential Cloth Hardcover Notebook design PLUS customization options for orders of 10+ Notebooks.

#### OPTIONS

---

- Front-cover customization:
  - Blind deboss
  - Gold Foil
  - Silver Foil
  - Black Foil
  - White Foil

#### ORDERING DETAILS

---

- Minimum order quantity starting at 10
- Lead time is 3 weeks from delivery of final artwork and includes shipping





## Notebooks

### Bespoke Cloth Hardcover

All the same features as our Essential Cloth Hardcover Notebook design PLUS extra customization options for orders of 500+ Notebooks.

#### COVER

---

- Durable Book Cloth
- Up to 42 colors available

#### INSIDE

---

- 16 page center seam of blank G.F. Smith color paper
- Full color printing on both sides of top sheet
- Lined, dotted, blank, or custom prints on every page
- 46 colors available for center seam and end paper

#### OPTIONS

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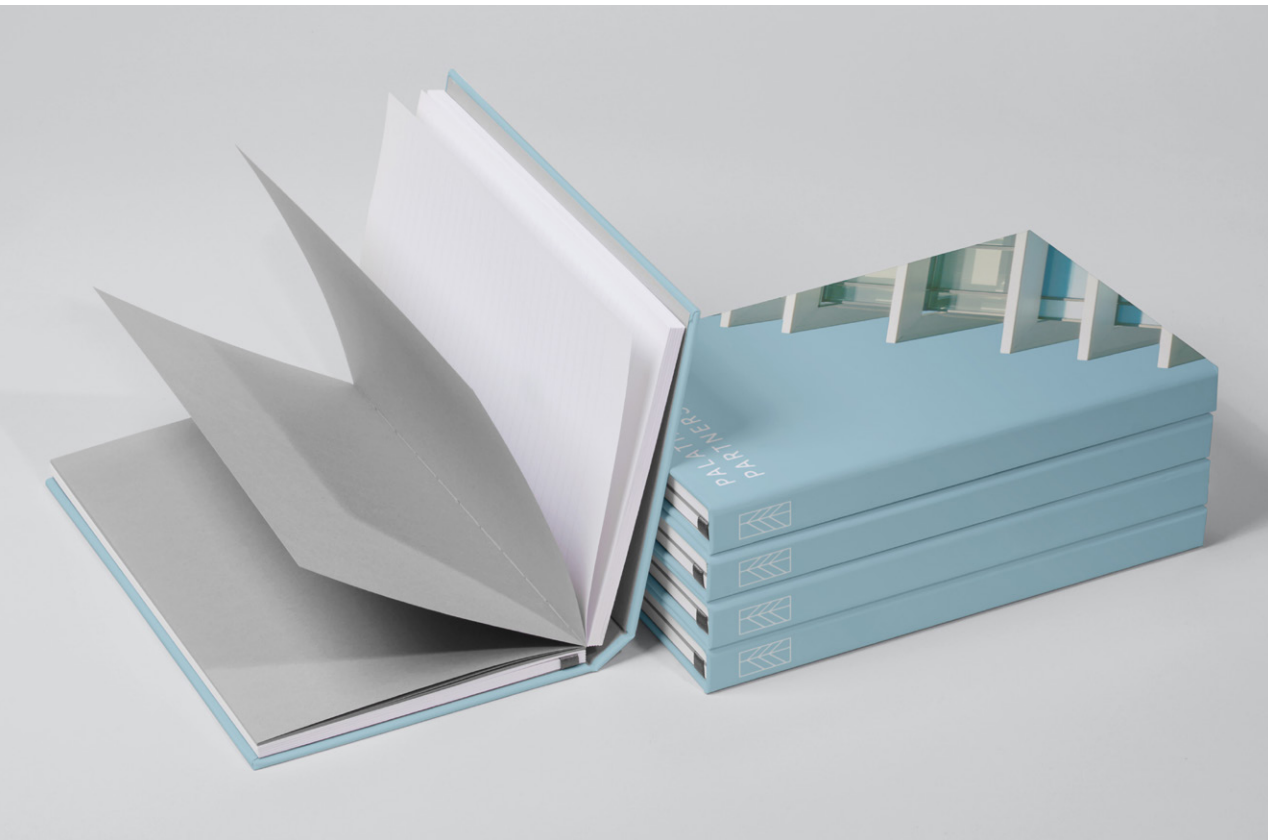
- Front, back and/or spine customization:
  - Blind deboss
  - Dozens of foil colors

#### ORDERING DETAILS

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- Minimum quantity starting at 500
- Lead time is 7 weeks from delivery of final artwork





## Notebooks

### Full Print Hardcover

Smooth and soft finish, Hardcover Notebook. Fully customizable to allow your brand's vision come to life! Fully personalized—print on the front, back and spine.

#### COVER

- Full-color, smooth-touch, matte cover
- Print a full color design that can bleed through cover, spine and back

#### INSIDE

- 160 pages of Swedish Munken Kristall lined paper
- 16 page center seam of blank G.F. Smith paper in either Frost White or Cool Grey
- Heavyweight, textured, customizable top sheet

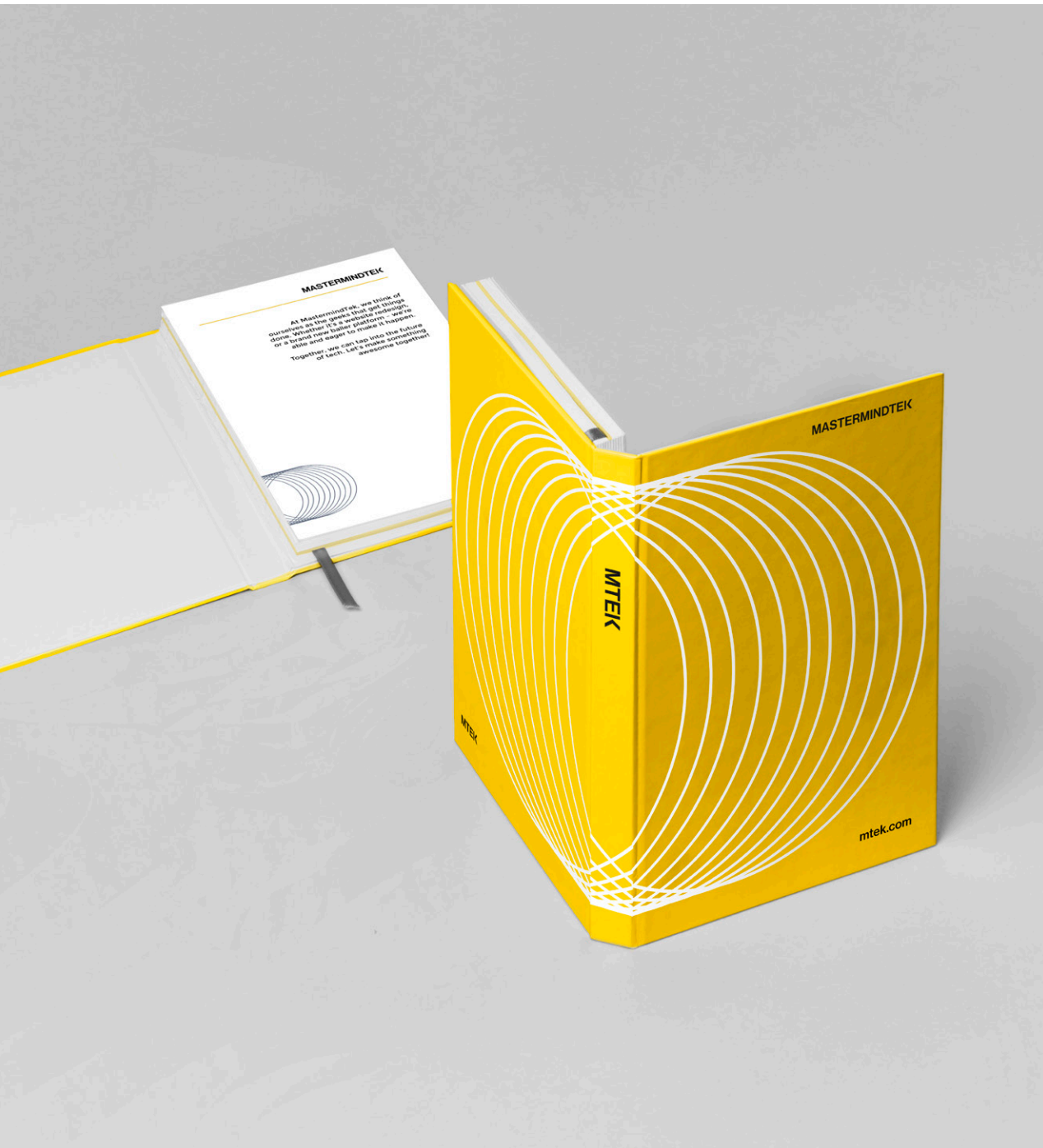
#### FEATURES

- Grey heat-sealed wayfinding ribbon
- Lay-flat design with Swiss binding

#### ORDERING DETAILS

- Minimum quantity starting at 10
- Lead time is 3 weeks from delivery of final artwork and includes shipping





## Notebooks

### Bespoke Full Print Hardcover

All the same features as our Full Print Hardcover Notebook design PLUS extra customization options for orders of 1000+ Notebooks.

#### COVER

---

- Full-color, smooth-touch, matte cover
- Print a full color design that can bleed through cover, spine and back
- Pantone Matching System: 1 Pantone color

#### INSIDE

---

- 160 pages of Swedish Munken Kristall lined paper
- 16 page center seam of blank G.F. Smith paper in 1 of 46 available colors
- Heavyweight, textured, customizable top sheet

#### FEATURES

---

- Heat-sealed wayfinding ribbon in 1 of 15 available colors
- Lay-flat design with Swiss binding

#### ORDERING DETAILS

---

- Minimum quantity starting at 1000
- Lead time is 7 weeks from delivery of final artwork



## Notebooks

### Softcover Journal

Light and bendy—but still full of premium details, the Softcover Journal is your on-the-go notebook.

#### COVER

---

- Flexible and uncoated, made from durable 350gsm card
- Available in seven colors:
  - Black
  - Tan
  - Lavender
  - Pastel Pink
  - Mint
  - Turquoise
  - Steel Blue

#### INSIDE

---

- 60 pages of Swedish Munken Kristall paper (lined or dotted depending on cover color)
- 4 page grey center seam of blank G.F. Smith paper
- Heavyweight, textured top sheet

#### FEATURES

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- Center-sewn binding
- Rounded corners, so say goodbye to dog-eared corners

#### ORDERING DETAILS

---

- No minimum order quantity
- Black is available for order through your account manager, all other colors available for order through the business account platform





## Notebooks

### Custom Softcover Journal

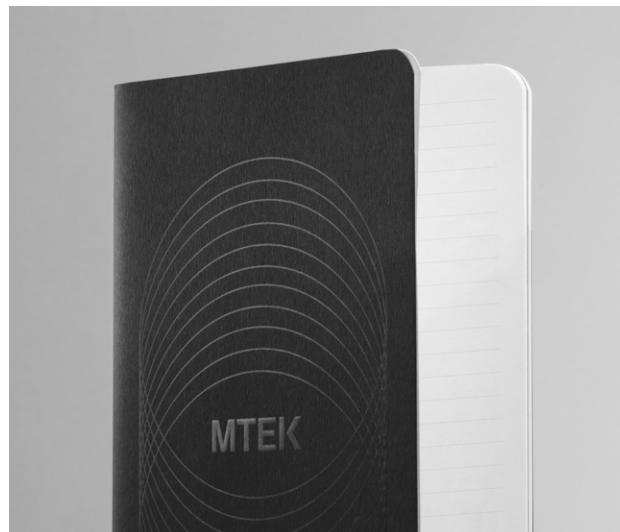
All the same features as our Softcover Journal design PLUS customization options for orders of 100+ Journals.

#### OPTIONS

- Front-cover customization:
  - Blind deboss
  - Gold Foil
  - Silver Foil
  - Black Foil
  - White Foil

#### ORDERING DETAILS

- Minimum order quantity starting at 100
- Lead time is 3 weeks from delivery of final artwork and includes shipping







MOO

# Perpetual Planners

No years. No dates. Just a flexible weekly planner for getting stuff done. Whether you like to plan a little or a lot, the Perpetual Planner makes it easy to go from dreaming to doing.

CUSTOM MERCHANDISE

## Perpetual Planners



With a flexible layout and Calendar Clip, so you can plan, track and organize anything—any way you like.

### COVER

- Cloth Hardcover
- Full Print Hardcover

### INSIDE

- Grid & lined sections
  - Lined pages for lists and notes
  - Isometric pages for 3D drawings
  - Dotted pages for anything you like
- No years or dates

### FEATURES

- 80 weeks over 160 pages
  - 128 standard calendar pages and three 8 page sections with lines, cross and isometric patterns
- Calendar Clip
  - Brass or stainless steel Calendar Clip to mark your page in the planner and show which week you're on. Simply slide the clip to match where the days fall
- Flexible layout
  - With dots instead of lines, freeing you up to do your own thing
- No years or dates
  - It never goes out of date, so you can plan at your own pace





## Perpetual Planners

### Custom Cloth Hardcover

Customization options for Cloth Hardcover Perpetual Planners.

#### COVER

---

- 4 colors available:
  - Jet Black cover with Duck Egg section pages
  - Midnight Blue cover with Tan section pages
  - Charcoal Grey cover with Mint section pages
  - Berry Red cover with Turquoise section pages

#### OPTIONS

---

- Front-cover customization:
  - Blind deboss
  - Gold Foil
  - Silver Foil
  - Black Foil
  - White Foil

#### ORDERING DETAILS

---

- Minimum quantity starting at 10
- Lead time: 10 working days  
Shipping not included.





## Perpetual Planners

### Full Print Hardcover

Customization options for Full Print Hardcover Perpetual Planners.

#### COVER

---

- Smooth and soft finish
- Print in full color on the cover, spine and back

#### OPTIONS

---

- Heavyweight top sheet you can print on

#### ORDERING DETAILS

---

- Minimum quantity starting at 10
- Lead time: 10 working days  
Shipping not included



MOO

# Drinkware

The MOO Water Bottle is here  
to help your ideas flow.

CUSTOM MERCHANDISE

## Drinkware

### Water Bottles

Designed to help your ideas flow, the MOO Water Bottle is full of clever features to help you stay refreshed, stay focused and keep your cool.

#### FEATURES

- Triple walled - keeps drinks cold for 24 hours and hot for 12 hours
- Stainless Steel lined
- 17 oz capacity
- BPA and toxin free
- Easy carry swing handle
- Non-slip base
- Leak-proof lid
- Fits in most car cup holders

#### OPTIONS

- Available in 5 colors:
  - Jet Black
  - Cloudy Grey
  - Dusty Pink
  - Alpine Green
  - Midnight Blue

#### ORDERING DETAILS

- No minimum order quantity
- Available for order through the business account platform





## Drinkware

### Custom Water Bottles

The MOO Water Bottle has all the features you could want in a water bottle plus some that you didn't even think of. With three customization options, you can stay on brand while staying hydrated.

#### OPTIONS

- Bottle customization:
  - Laser Engraving, a crisp, tactile design that reveals the bottle's steel finish
  - One-Sided Printing, up to four CMYK colors printed on the front of the bottle
  - Full Wrap Printing, up to four CMYK colors printed all around the middle of the bottle

#### ORDERING DETAILS

- Minimum quantity starting at 10
- Lead time is 7-14 days based on order size\*

\*Lead time is subject to change or may be temporarily extended. Please confirm with your account manager at time of order.

