

## P R E S S   R E L E A S E

### **Aladdin Celebrates 100 Years**

**February, 2008.** 2008 marks a century of Aladdin and the evolution of a leading brand, whose iconic products inspire childhood nostalgia. Aladdin's simple yet stylish solutions to life's daily challenges make it an international forerunner in the reusable food and drinkware industry.

In the **past** 100 years the world has seen many changes. Aladdin continues to recognize consumer needs and respond to their changing lifestyles. For example, the revolutionary Hop-a-Long Cassidy lunch box from the 1950's was the first of its kind to combine everyday products with popular icons from the entertainment industry. Aladdin expanded the series and created countless lunchbox variations emblazoned with popular radio, movie, and television figures. It was so successful it went on to sell 600,000 units in the U.S.A. in its first year alone.

**Now**, there is a new consciousness among shoppers worldwide. In today's age of individualism, marketers struggle to gear products towards personal tastes, offering a wide selection of functions, components, designs, and colors. The creative minds behind Aladdin continuously stay on top of trends by traveling the globe and doing extensive research on user behavior prior to product development. Prototypes are tested and retested, colors mixed and remixed, until the best possible result is achieved. Aladdin products are manufactured under the industry's best practices, resulting in not only a fashionable way of carrying food and drink, but also a safe one.

In the next 100 years, Aladdin will continue to revolutionize the way people eat and drink around the world. The **future** promises to reveal exciting, new designs and stylish graphics as well as the introduction of new



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specialty product collections. In 2008, Aladdin will launch *Aladdin Sustain*, their most important initiative to date. Beyond offering reusable solutions, *Aladdin Sustain* implements eco-friendly processes throughout the product life cycle. By pioneering the use of eCycle™, made from 100% food grade recycled plastics, Aladdin is a category leader in the application of eco-friendly materials. Central to the Aladdin brand, sustainable thinking will continue to pave the path to its future.

### **About Pacific Market International:**

Pacific Market International (PMI) was established in 1983 and produces stylish and eco-friendly on-the-go food and drinkware for its brands Aladdin® and Stanley®.

PMI places a special emphasis on sustainability, design, functionality and quality of its products. The company is thoroughly committed to Corporate Social Responsibility and Code of Conduct.

PMI is based in Seattle/USA with offices in Shanghai/China, London/UK and Manila/Philippines. The company employs around 150 employees worldwide.

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