

PRESS RELEASE

Products from the Aladdin Kids Collection can keep students from a performance drop in school and leisure time

Shanghai, June 2010. Research by the University of Paderborn in Germany shows that 30 percent of students aged 6 to 15 go to school without having eaten breakfast. In most cases students also do not take a drink along with them to class. This lack of hydration and food can lead to a drop of students' physical and mental performance.

Many families complain about the lack of time for an adequate breakfast before the morning school start. In order to keep students from slumps experts recommend to provide them a breakfast with drink they can take on-the-go for example in products from the Aladdin KIDS Collection.

The double wall foam insulation of the Aladdin Bento Lunch Box Kids keep food hot or cold for up to five hours.* The matching Aveo Water Bottle Kids, which are made out of BPA-free Eastman Tritan™ Copolyester, can be easily refilled during class due to their easy to unclose, widemouth opening. Both products are 100 percent leakproof and can be safely packed in school bags.

All products of the Aladdin Kids Collection feature kids-friendly graphics and are available in blue and pink. Requested retail prices range from €9.95 for the Aveo Water Bottle Kids .35L and €24.95 for the .6L version of the Bento Lunch Box Kids.

*Thermal performance: temperature of contents was measured from 95°C to 60°C for hot and 1.67°C to 10°C for cold, outside temperature was held at 23°C.

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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 and Manila/Philippines. The company employs around 150 employees worldwide.

Available images:



Bento Lunch Box Kids .35L pink food



Bento Lunch Box Kids .6L blue food



Bento Lunch Box Kids .35L pink



Bento Lunch Box Kids .35L blue



Bento Lunch Box Kids .6L pink



Bento Lunch Box .6L blue

PRESS RELEASE



Aveo Water Bottle Kids .35L pink



Aveo Water Bottle Kids .35L blue



Aveo Water Bottle Kids .35L group

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