





# The Smartshake Story

It was a clear, bright Swedish morning back in 2008. As usual, stress levels were at a peak, no time for breakfast, so I grabbed a shaker and filled it with milk and protein powder. Liquid breakfast would do. Back in the car I thought I would prepare my protein drink and started shaking the cup while driving, you know, multitasking. All of a sudden, the lid flew off and I was covered in protein mix, not to mention the car seats and dashboard.

Later that day, when I was cleaning the car and learning a lesson - never mix a protein shake and drive - an idea struck me. Why not make my own shaker? A leak-proof container of high quality and unique features? The Smartshake was born. So, thank you old shaker with the crappy lid.

A year later, in 2009, Smartshake was launched and quickly became one of the top shaker brands in the world. The vision was, and still is, to make life easier for gym goers, stressed moms and dads, kids, bodybuilders and everybody else living an active, on-the-go lifestyle. We can all use a leak-proof, non-toxic way to carry around our protein shakes, juices, water, vitamins and supplements.

***"Our mission is to make the most innovative and safe hydration products in the world."***

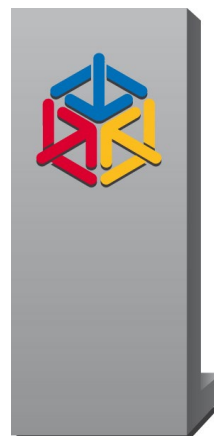
Mikael Bergström  
CEO & Founder

Over the years our products and range have evolved to meet new needs as they come. Nowadays our customers don't just use their Smartshake only to mix a protein shake, Smartshake sports as lunch box, water bottle, snack box, coffee cup and whatever you want it to be, depending on your inventiveness.

Available in a range of sizes, models and vibrant colors, Smartshake is an ideal companion to get you through the day. It makes life easier as you work, play, explore and enjoy. Our products fit right in with today's fashion for 'athleisure' - and their user-centric design ensures SmartShake will never be a fad, but rather a classic.

As a token of our popularity, Smartshake Original was awarded the prize for best product in the Fitness and Health category at ISPO 2015/16 - one of the biggest sporting goods events in the world.

Smartshake is currently available in more than 90 countries. Our ambition is to become a truly worldwide company - with a Smartshake product in every household.



**ISPO AWARD  
WINNER**



**Revive**

25 oz / 750 ml



**Revive Junior**

12 oz / 350 ml



**Revive Storage**

3.5 oz / 100 ml, 5 oz / 150 ml,  
7 oz / 200 ml



**Retain**

14 oz / 400 ml



**Snap**

17 oz / 500 ml



**Original2Go**

20 oz / 600 ml



**Original2Go ONE**

27 oz / 800 ml



**Lite**

33 oz / 1000 ml



**Double Wall**

25 oz / 750 ml



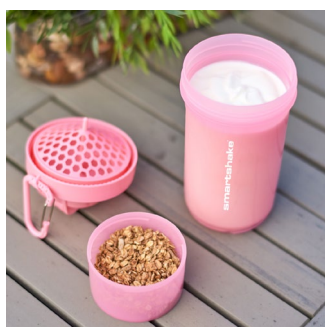
**Slim**

17 oz / 500 ml



### Silent Mixing

Silent and lump free mixing for protein, eggs, pancakes, etc.



### Functionality

All-in-one drinking & storage solution: Grab and Go accessory; shaker, water bottle, lunch /snack box.



### Mix & Match

Available in a range of exciting colors. Mix them up to make custom combinations to match your outfit, your team or your mood!



### Swedish Innovation

Designed in Sweden with the Scandinavian quality, minimalism and functionality in mind. New updated colors with a transparent and glossy finish.





### Revive

A new star is born! The Smartshake Revive is the next generation of water bottles, it is easy to carry and hold thanks to the soft loop handle. It comes with the unique Fruit Infuser v2 that mixes fruits and berries with water for a delicious and healthy fruit water.

### Fruit Infuser v2

Sharp spurs makes the mixing even better. Mix your favorite fruits or berries with water to make healthy vitamin water.

### Shock absorbing rubber

Makes it extra stable and durable.

### Stackable Storage

The stackable storage compartment has a leak proof lid that makes it possible to use separately or stacked into a tower.

### Silent mixing

The mixer net snaps in place into the lid and stays on securely  
- no rattling sound or loose parts that easily get lost.

### No lumps

The mixer net breaks down lumps perfectly, even thick ingredients like eggs, pancakes, etc.

### Specification

**Capacity:** Bottle 750 ml, Storage compartments 100 ml.

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards. Dishwasher and microwave safe.

### Core Colors



Black



White



Pink



Blue

### Seasonal Colors



Houndstooth



Pixel Blue



Stripe



Camo Green





### Revive Junior

For kids that want to be just as cool as their parents. A drop free valve makes sure there is no mess when the bottle is left on the car seat or gym bag. Comes with a soft spout that is gentle on the teeth and gums. The detachable straw lets your child drink without spilling.

#### Drop free

Detachable drop free valve.

#### Ergonomic grip

The bottle has an ergonomic grip and a soft loop handle that makes it easy to carry.

#### Soft spout and straw

Comes with a soft spout that is gentle on the teeth and gums. The detachable straw lets your child drink without spilling.

#### Specification

**Capacity:** Bottle 350 ml

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards. Dishwasher and microwave safe.

### Core Colors

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Blue



Pink





#### **Revive Storage**

Bring along everything you need in stackable storage compartments.

Comes in three different sizes to fit your everyday needs. Perfect for storing fruit, berries, vegetables, nuts, snacks, müsli or protein powder. The containers are leak proof, freezer- and microwave safe.

#### **Leak proof**

Perfect for storing liquids such as yoghurt.

#### **Stackable**

The compartments easily attach to each other or the Revive bottle.

#### **Specification**

**Capacity:** 100 ml, 150 ml and 200 ml.

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards. Dishwasher and microwave safe.

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#### **Core Colors**



White







#### **Retain**

The perfect companion for any adventure, keeping drinks hot or cold up to 10 hours. Has two ways of opening; The lid is easy to operate with a simple twist and stays attached to the bottle with an integrated carry loop. The middle part of the thermos can be detached for easy cleaning.

#### **Hygienic and easy to clean**

Middle part can be detached for easy cleaning.

#### **Durable**

Strong stainless steel makes it durable for tough adventures..

#### **Keeps drinks cold / hot for 10h**

Double wall vacuum technology keeping drinks hot/cold for 10 hours.

#### **Specification**

**Capacity:** Bottle 400 ml

**Material:** Stainless steel 304, PP, silicone.

Tested for US/EU food safe standards.

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#### **Core Colors**



Black / Silver







### **Snap**

The double wall vacuum stainless steel construction of the Snap is durable and strong, while keeping drinks hot or cold for up to 10 hours. It has a push button lid that is easy to open and a locking ring to keep the lid secure during transport. The mouth piece is specially designed to be easy to drink hot liquids from like coffee or tea.

### **Easy to open**

The push button makes it easy to open with one hand.

### **Durable**

Strong stainless steel makes it durable for tough adventures.

### **Keeps drinks cold / hot for 10 h**

Double wall vacuum technology keeping drinks hot/cold for 10 hours.

### **Specification**

**Capacity:** Bottle 500 ml

**Material:** Stainless steel 304, PP, silicone.

Tested for US/EU food safe standards.

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### **Core Colors**



White





### Original2Go

The perfect balance between maximum storage and capacity. Comes with two detachable storage compartments and a bottle with 600 ml capacity.

### Silent mixing

The mixer net snaps in place into the lid and stays on securely - no rattling sound or loose parts that easily get lost.

### No lumps

The mixer net breaks down lumps perfectly, even thick ingredients like eggs, pancakes, etc.

### Fruit Infuser

Mix your favorite fruits or berries with water to make healthy vitamin water.

### Specification

**Capacity:** Bottle 600 ml, Storage compartments 100 ml + 150 ml.

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards. Dishwasher and microwave safe.

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### Core Colors



Black



Blue



Pink



White

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### Seasonal Colors



Mint Green



Space Gray



Caribbean Coral





### Original2Go ONE

Smartshake Original2Go ONE is an ultimate solution for those who want to have a big bottle with 800 ml capacity and a storage compartment for supplements, jewelry, fruits, muesli etc.

#### Silent mixing

The mixer net snaps in place into the lid and stays on securely - no rattling sound or loose parts that easily get lost.

#### No lumps

The mixer net breaks down lumps perfectly, even thick ingredients like eggs, pancakes, etc.

#### Fruit Infuser

Mix your favorite fruits or berries with water to make healthy vitamin water.

#### Specification

**Capacity:** Bottle 800 ml, Storage compartment 150 ml.

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards. Dishwasher and microwave safe.

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#### Core Colors



Army Green



Light Pink



Navy Blue

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#### Seasonal Colors



Mist Gray



Dust Blue



Deep Rose







**Lite**

Maximum capacity. No compromises.

**Silent mixing**

The mixer net snaps in place into the lid and stays on securely  
- no rattling sound or loose parts that easily get lost.

**No lumps**

The mixer net breaks down lumps perfectly, even thick ingredients like eggs, pancakes, etc.

**Fruit Infuser**

Mix your favorite fruits or berries with water to make healthy vitamin water.

**Specification**

**Capacity:** Bottle 1000 ml

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards. Dishwasher and microwave safe.

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**Core Colors**



Soft Lavender



Forest Gray



Aqua Green





### **Double Wall**

Introducing our first insulated shaker cup.  
With double wall insulation your drink will stay plenty cold (or warm).

### **Silent mixing**

The mixer net snaps in place into the lid and stays on securely  
- no rattling sound or loose parts that easily get lost.

### **No lumps**

The mixer net breaks down lumps perfectly, even thick ingredients like eggs, pancakes, etc.

### **Interchangeable graphics**

Full wrap designs on plastic sheets are interchangeable.

### **Specification**

**Capacity:** Bottle 750 ml

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards.

## **Graphics**

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Camo Gray



Camo Blue



Flower Power



Hawaii



Jungle



Splash





#### **Slim**

Smartshake Slim is an incredibly versatile, all-in-one drinking and storage solution. Its smaller size fits standard bike and car cup holders, while its grip is more comfortable for those with smaller hands. It gives users the freedom to carry everything they need for a whole day – all in one handy unit!

#### **Silent mixing**

The mixer net snaps in place into the lid and stays on securely – no rattling sound or loose parts that easily get lost.

#### **No lumps**

The mixer net breaks down lumps perfectly, even thick ingredients like eggs, pancakes, etc.

#### **Fruit Infuser**

Mix your favorite fruits or berries with water to make healthy vitamin water.

#### **Specification**

**Capacity:** Bottle 500 ml Dishwasher and microwave safe.

**Material:** Clear PP, BPA & DEHP Free. Tested for US/EU food safe standards.

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#### **Core Colors**



Black

Blue

Pink

White

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#### **Seasonal Colors**



Pale Lilac

Sea Green

Cotton Pink

Ice Blue

Stormy Gray







### All Smartshake products are BPA, DEHP-free and Food Contact approved.

Smartshake is food contact approved and made out of BPA and DEHP-free (toxic free) material. The Smartshake bottle is designed and tested to be fully compliant with US and EU Food contact regulations. Regulation on food contact materials aims to protect consumer health by requiring that food contact materials should neither affect consumer health nor influence the quality of food.



### Smartshake is dishwasher safe.\*

The Smartshake bottle is safe to wash in the dishwasher. It is recommended that the bottle is taken apart and that each piece is placed in the top rack of your dishwasher. Alternatively, you can hand wash the bottle with warm water and allow them to air dry or use a towel to dry them.



### Smartshake is freezer safe.\*

The Smartshake bottle is also safe to place and store in the freezer. When using the bottle in the freezer, we recommend leaving space in the top of the shaker and leaving the cap open to account for the expansion of the contents being frozen.



### Smartshake is recyclable.

Every Smartshake bottle is fully recyclable, and is clearly marked with the appropriate code needed to ensure it is correctly recycled. For more information please contact your local recycling company or authority.



### Smartshake is Microwave safe.\*

The Smartshake bottle is safe to use in the microwave. It is recommended you remove the cap, lid and carabiner before use in the Microwave. Water or other liquids should not be over-heated or heated for longer than the time recommended by the Microwave manufacturer. Overheating can result in superheated liquids escaping, and can cause the container to become very hot.



### Smartshake is Swedish.

In keeping with Smartshake's Swedish origins, all our products are developed to the highest Swedish quality standards.



**Revive**  
25 oz / 750 ml



**Revive Junior**  
12 oz / 350 ml



**Retain**  
14 oz / 400 ml



**Snap**  
17 oz / 500 ml



**Original2Go ONE**  
27 oz / 800 ml



**Lite**  
33 oz / 1000 ml



**Double Wall**  
25 oz / 750 ml



**Slim**  
17 oz / 500 ml

## Customize with Smartshake

Smartshake can help you with your custom branding needs. With its sleek, modern design, Smartshake always impresses - and can help heighten your brand awareness. The Smartshake is a great tradeshow giveaway, gift-with-purchase or retail item.

Our cups are fully customizable, from the plastic to the print we will match any pantone to create your personalized shaker bottle. Your logo or customized pattern will look great with our high quality UV printing process. Our premium thread on the lid and snap spout prevents spillage and leaking. The days of cheap, poor quality bottles are over. Give your customers what they really want - a quality cup to compliment your quality brand.



**GNC**



**Special Edition Examples**



**Herbalife**



**Bodybuilding.com**

## Merchandising

There is a variety of merchandising solutions available to help sell Smartshake, it doesn't matter if your location is small or large, we've got you covered. The pre filled 32 pcs floor display is perfect for large shops, or you can use a counter top display if your space is limited.



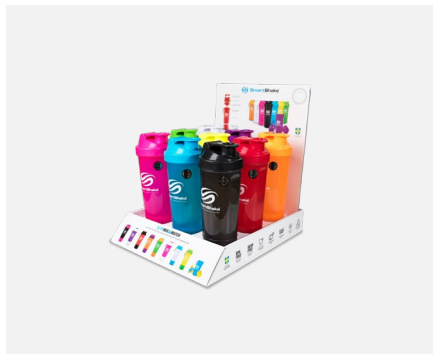
**Slim 1/2 Pallet**



**Slim 32 Floor Display**



**Original2Go 32 Floor Display**



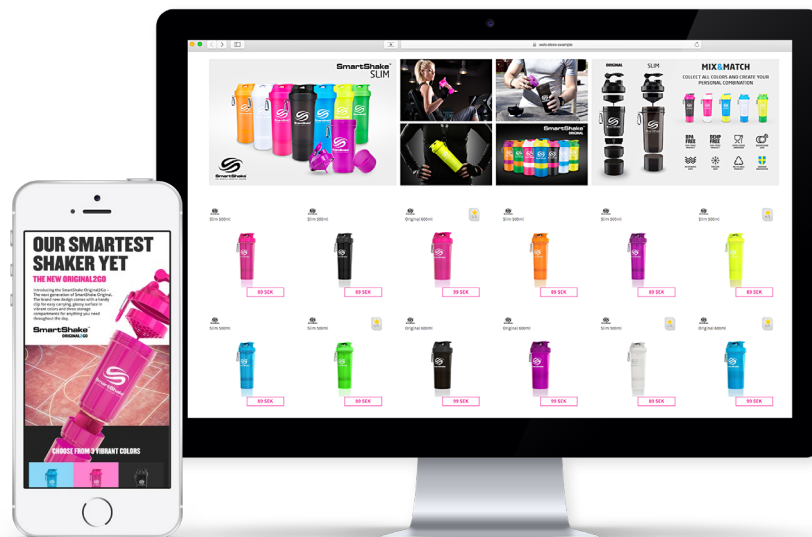
**Slim 9 Pack Counter Top**



**Original2Go 9 Pack Counter Top**

## Online Store Visibilty

Our in-house Creative team can help you design customized brand pages to fit your online web store and graphical requirements. We'll have you up and running – and earning – in no time!











### Lifestyle

Our lifestyle image bank will help you to find different ways of using your Smartshake in everyday situations.



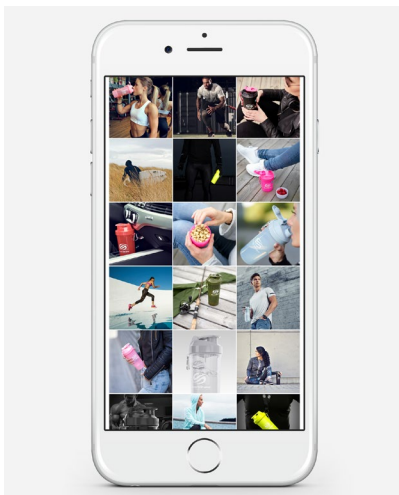
### Fitness & Bodybuilding

We collaborate with the most influential athletes in the industry.



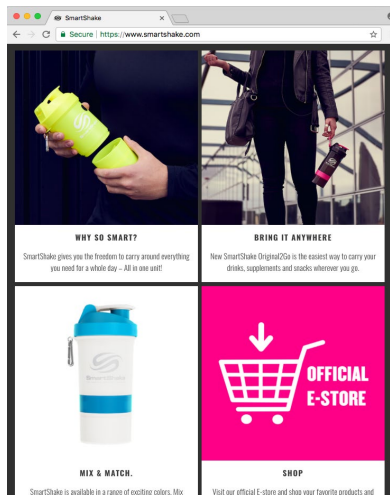
### Videos

With our product and lifestyle videos you will find many creative ways of using SmartShake. Visit our Vimeo and YouTube channels.



### Smartshake On Social Media

We love to engage our customers via social media; there's always something new happening on our pages. We increase our fan base by continuously engaging our followers through competitions, videos, motivational quotes and content from our athletes. Our athletes consistently post on their own personal pages about their experience with Smartshake.



### Smartshake.com & Media Toolbox

Let our responsive website speak for itself. Toolbox is our online media bank that contains all the brand assets and marketing material. You will find everything from our logotypes, fonts, product images, print and web advertising to videos and social media.

**Address:** toolbox.smartshake.com



### Influencer Marketing

Our strong network of brand ambassadors and influencers is constantly growing. They play an important part in our communication and create brand awareness around the world.



smartshake™

**smartshake™**

**Smartshake HQ**  
info@smartshake.com  
Phone +46 21 444 10 90  
Slottsgatan 27, Tr 4,  
SE-722 11 Västerås  
SWEDEN

**Smartshake US**  
us@smartshake.com  
Phone +1 412 227 0400  
200 First Avenue  
Suite 101  
Pittsburgh PA 15222  
USA

**Smartshake.com**  
Swedish Innovation

