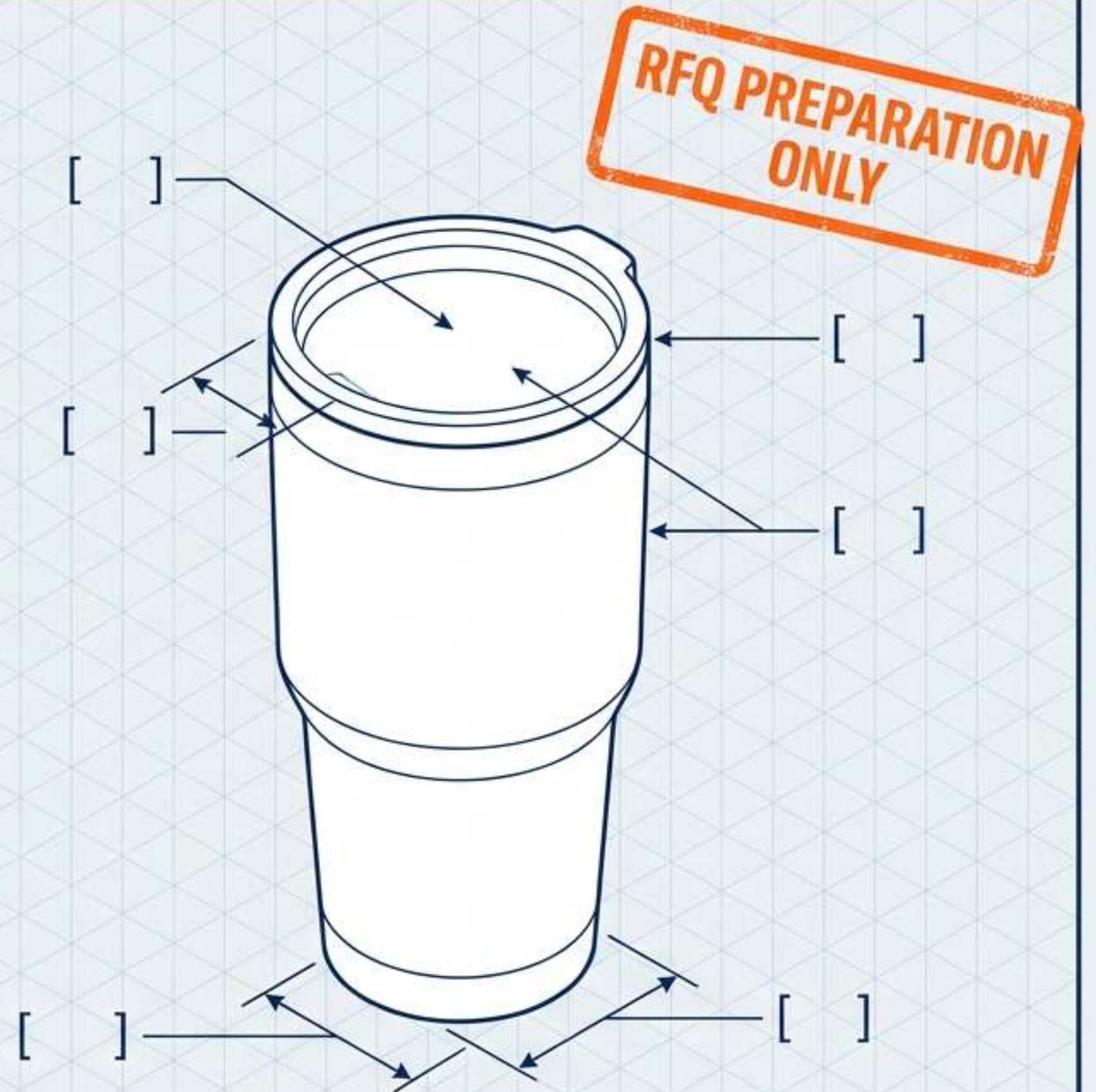
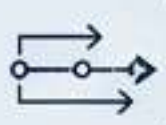


Custom Tumbler Specification Guide

A definitive blueprint for architectural, decorative, and compliance variables in drinkware sourcing.



DEFINING THE VESSEL ARCHITECTURE

[DIMENSION]	CUSTOM TUMBLER 	HANDLED MUG	WATER BOTTLE	DISPOSABLE CUP	INSULATED TRAVEL MUG
TYPICAL PORTABILITY 	✓ HIGH	MEDIUM	HIGH	LOW	HIGH
STANDARD LID INTEGRATION 	↔ INTEGRATED / MODULAR	OPTIONAL	INTEGRATED	SINGLE-USE	INTEGRATED
INTENDED LIFESPAN 	✓ MULTI-YEAR	MULTI-YEAR	MULTI-YEAR	SINGLE-USE	MULTI-YEAR
PRIMARY USE ENVIRONMENT 	↕ MOBILE / VERSATILE	STATIONARY	MOBILE / OUTDOOR	MOBILE / SHORT-TERM	MOBILE / VERSATILE



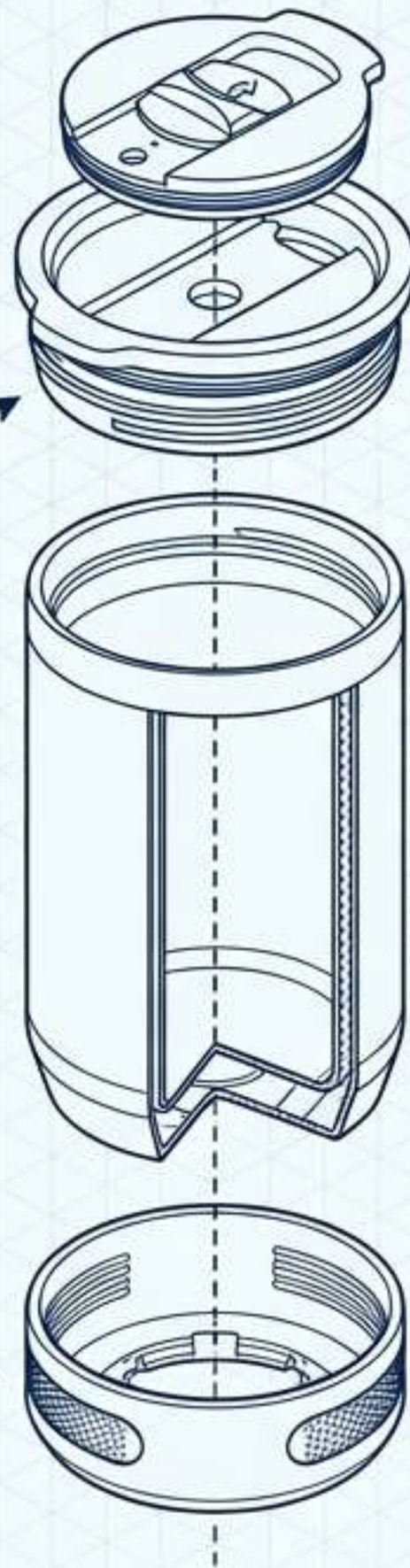
KEY INSIGHT: A **custom tumbler** is a specifically engineered **portable vessel**, often featuring a lid and accessory compatibility. It is **never interchangeable** with standard mugs or bottles.

Anatomy of a Tumbler Concept

Drink Interface & Lids:
Drink interface style,
straw compatibility.

Accessories:
Straws, grips,
interchangeable
components.

Vessel Body:
Wall construction,
material, finish, taper
angle, grip features.



**WARNING: DO NOT INVENT DIMENSIONS,
CAPACITIES, OR MATERIALS. BASE ALL SPECS
ON VERIFIED VENDOR DATASHEETS.**

Mapping User Behavior to Hardware Specs



Commuting & Outdoor:
Requires high portability,
specific silhouette.



Desk Use & Hot Drinks:
Prioritizes temperature
expectations, easy cleaning.



Retail Resale & Gifting:
Prioritizes brand
visibility, premium finish.

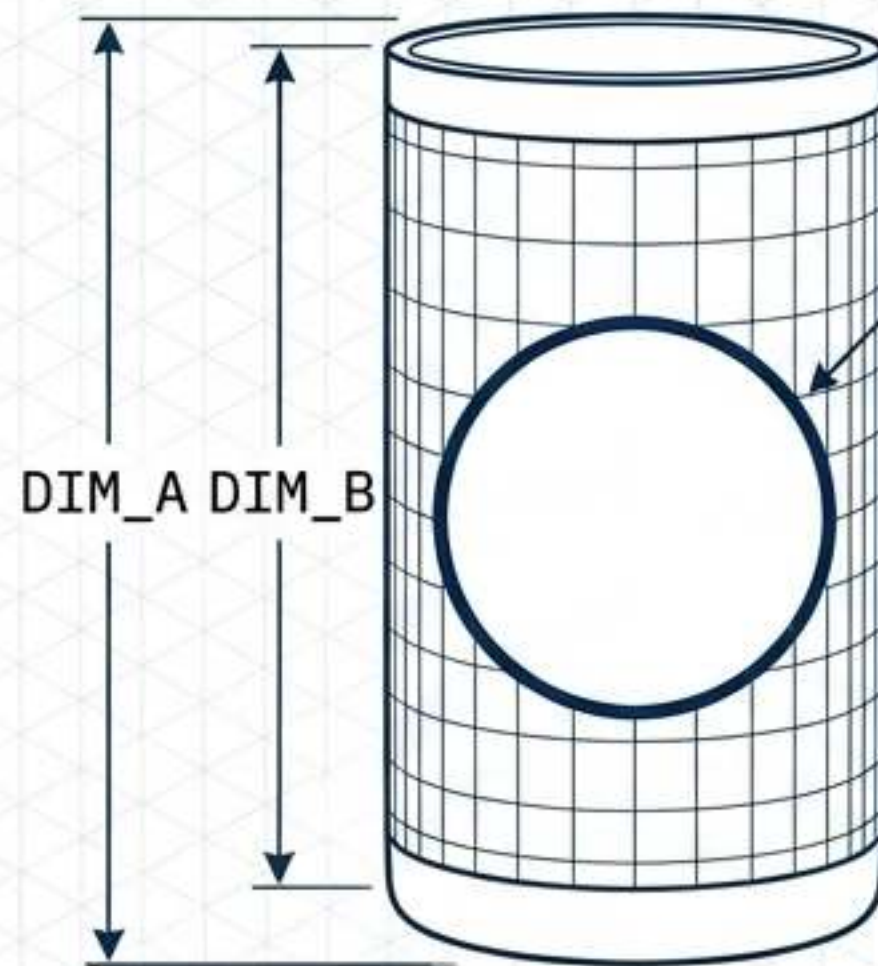


The Leak Assumption

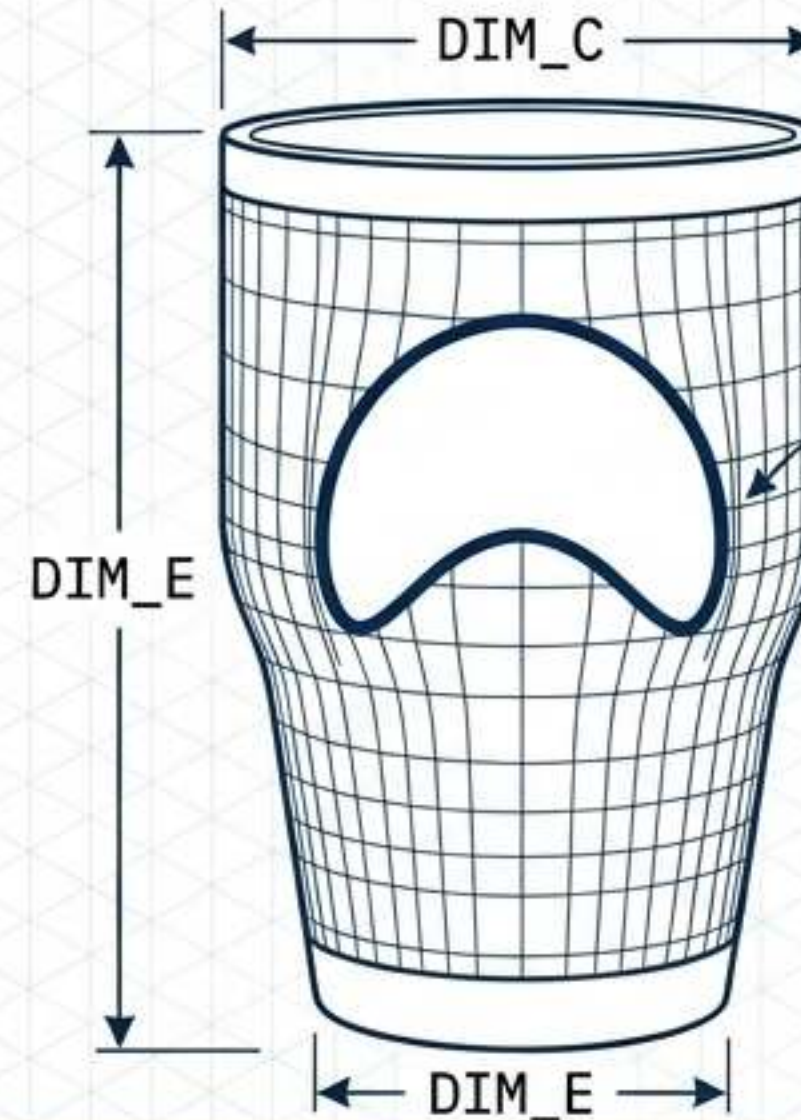
Never assume leak resistance. Clarify if leak resistance is a critical requirement or just a preferred feature for the chosen lid style.

The Geometry of Decoration

Vessel shape alters the usable artwork zone. Tapered bodies, textured coatings, and physical handles mandate specialized artwork mapping to prevent distortion.



Artwork Status:
UNDISTORTED
(CYLINDRICAL)



Artwork Status:
WARPED & STRETCHED
(TAPERED)

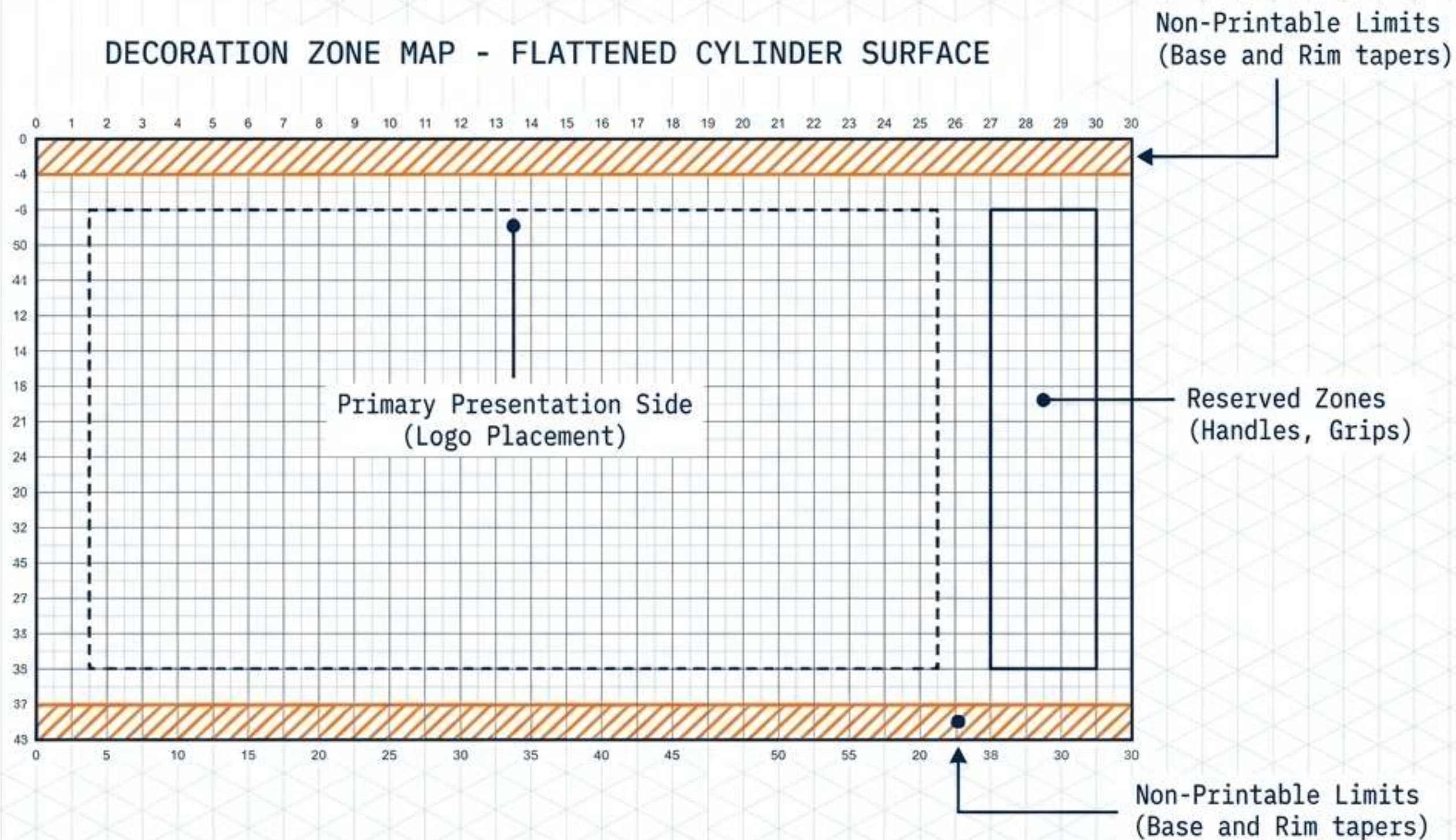
RULE OF THUMB: Define the product route and vessel shape BEFORE approving final artwork.

Charting the Decoration Zone

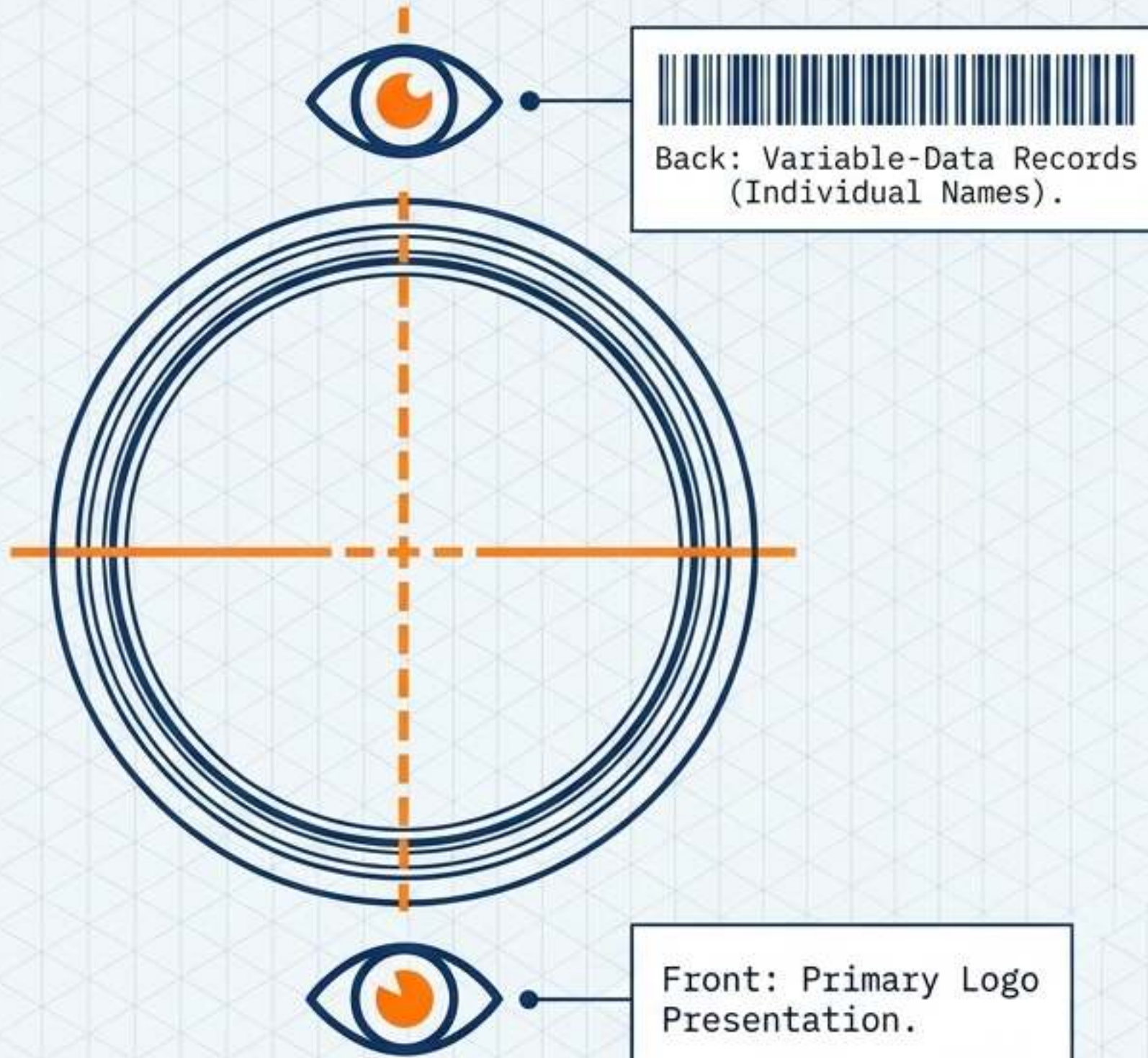
PREPARATION CHECKLIST:

- ☒ Editable logo
- ☒ Approved colors
- ☒ Design files
- ☒ Placement diagram

DECORATION ZONE MAP - FLATTENED CYLINDER SURFACE



Aligning Variable Data and 360° Graphics



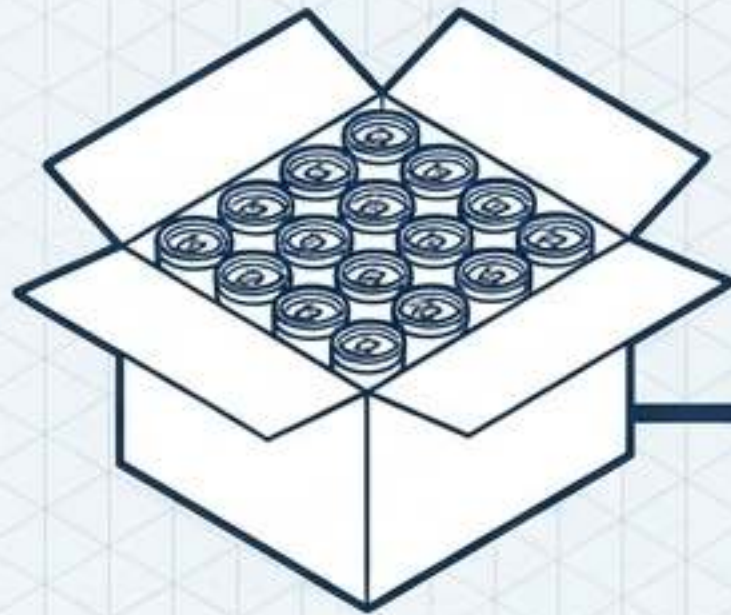
ALIGNMENT RULE:

For all-around graphics, explicitly define the seam or least-visible orientation.



Determine exactly how names will align with the logo and verify that each unit possesses matching fulfillment data.

The End-Goal Packaging Spectrum



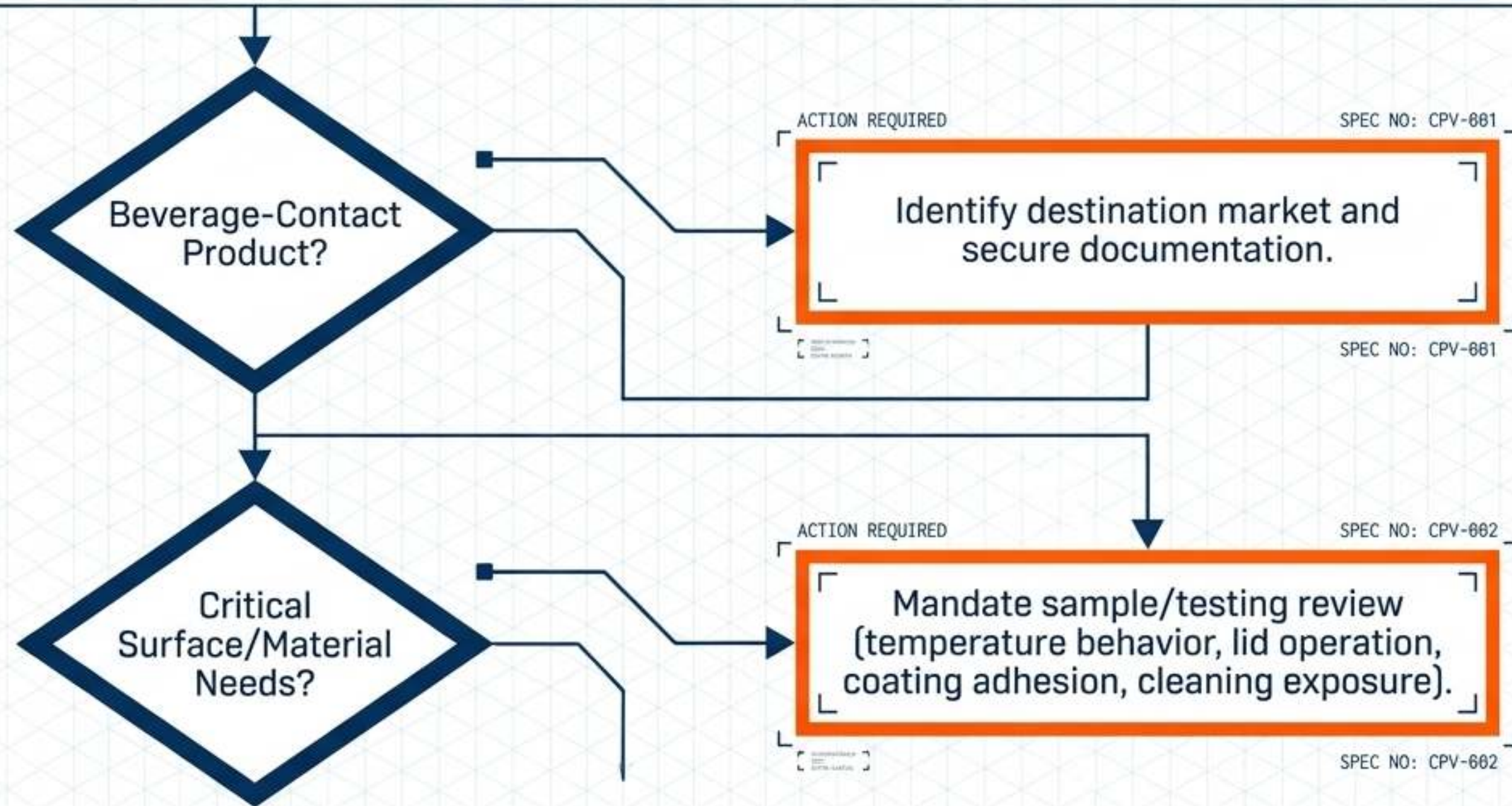
Corporate Distribution:
Prioritizes compact,
bulk packing.



Premium Retail: Requires
individual protection,
insert cards, labels, and
display-oriented boxes.

LOGISTICS REQUIREMENTS: State total quantity, artwork versions, color variants, and personalization count. Ask vendors exactly how lids, straws, spare components, and accessories are packed and matched.

Compliance and Performance Verification



STRICT RESTRICTION: Do not make unverified claims regarding insulation, heat retention, dishwasher use, food-contact compliance, or accessory availability.

The RFQ Equation



Final technical and commercial commitments are impossible without quotation, artwork, and material review combined.

The Eight-Point Specification Checklist

- ☐ 1. What beverage use and user setting does the tumbler serve?
- ☐ 2. What body shape, material, lid style, and accessories are evaluated?
- ☐ 3. Which features are essential versus preferred?
- ☐ 4. What decoration zones, logo orientation, and color references apply?
- ☐ 5. Is personalization required, and how are records controlled?
- ☐ 6. What safety, contact, or market requirements need review?
- ☐ 7. What packing level is required for the destination?
- ☐ 8. Is a decorated functional sample and testing review required?