

# KAMBUKKA®



## NEW BELGIAN ON-THE-GO DRINKWARE BRAND WITH INTERNATIONAL AMBITIONS

On February 1<sup>st</sup>, 2019, Belgian company Bibo Brands will launch an entirely new premium brand of on-the-go drinkware under the name Kambukka. With functional, aesthetic and well thought-out products, Kambukka is immediately putting itself on the international map and will present its first collection in February at ISPO in Munich and Ambiente in Frankfurt.

For ten years, Bibo Brands was the exclusive distributor in Europe, the Middle East and Africa of the American brand Contigo – arguably the most well-known on-the-go drinkware brand in the world. Now that Bibo has sold the distribution rights of the brand back to Newell Brands (which also owns companies such as Parker, Dymo and Campingaz), the opportunity is ripe to enter the international market immediately with our own Kambukka.

### CHANGE OF STYLE

Until now, practically all premium brands in the on-the-go beverage segment were American brands. As a result, the product was geared mainly towards the American user. With new functionalities and, more importantly, a different look & feel, Kambukka will convince consumers to hydrate responsibly. Those consumers see the brand as the active neighbour, looking for adventure and fun challenges – both in their free time and at work.

Along with the clear change of style with products from across the pond, Kambukka is also launching a number of smart solutions for which patents are currently pending. Moreover, all products are developed in-house (in Hasselt, Belgium): from initial brainstorm to final test.

### HIGH-END

The brand does not take the launch of the new product line – consisting of more than 70 references – lightly. After nearly two years of preparation and with an investment of nearly EUR 1.5 million, the Kambukka products will grace the shop shelves starting in June 2019. The products will initially stand out for their contemporary, sleek design and smart functionalities.



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## SMART DRINKWARE

It is already smart – for the sake of the environment – to use reusable drinking cups, but the Kambukka products themselves are also equipped with the requisite inventive extras that make the user's life easier and more comfortable. For that reason, Kambukka is introducing the Snapclean® technology (patent pending), with which the drinking mechanism can be removed with a simple hand movement for washing. Another innovation is the 3-in-1 lid, which conceals a sliding system with three positions: fully open (such as for during a meeting or a coffee break), closed (for in the briefcase or backpack) or push-to-drink mode (for use while driving or when walking to the train platform).

Moreover, all of the lids of the Kambukka cups are identical in diameter, making them interchangeable. Finally, the insulating cups were equipped with an integrated bottom pad, to protect the surface of the bottom of the cup.

## THIS IS KAMBUKKA

Kambukka designs trendy drinking solutions for active people on the go. Our consumers consciously choose a bottle that fits their lifestyle and personality. In that way, they can express their thirst for more – more adventures, more fun, more action.

Kambukka drinkware is 100% leak-proof and easy to take apart for cleaning. With ten years of experience under our belt, we know exactly how to meet the needs of different kinds of consumers all around the world.

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