

VSSL SALES PRESENTATION

April 2026



GRIND



2020

BREW



2023

SIP



2025

RIFT TUMBLER

We're not here to follow trends – we're here to redefine the coffee experience. While others design for aesthetics, we build for performance and peace of mind. Whether deep in the backcountry or gearing up for the day ahead, the Rift Tumbler is built to grip and built to go. Confidence, sealed tight, from the truck cab to the trailhead.

CARRY CONFIDENCE.



DESIGN BRIEF: SIP

Launch a line of drinking tumblers tailored specifically for outdoor, overland, hunt and fishing. Offer a rugged, durable design, aimed to capture market share from well-established brands that all look similar.

Function

- Leakproof
- Slip- and scratch resistant base
- Fits in cupholders
- Dishwasher safe
- Compatible with Nest system
- 10 oz for core coffee aficionados

Aesthetic

- Rugged & durable look
- Differentiated – in both color and design
- Ability to personalize



RIFT TUMBLER

Engineered for the road, the Rift Tumbler is your daily driver for hot coffee and cold hydration alike. With a twist-lock, leak-resistant lid, it locks in liquid and peace of mind—no spills, no surprises. The articulated base design offers a secure, ergonomic grip whether you're riding trails or wrangling your day. A slip-resistant silicone base protects dashboards, consoles, and gear from scratches and slides. Rugged and ready, Rift is double-wall vacuum insulated to keep drinks hot or cold for hours, dishwasher safe, and 100% BPA-free.

Details & Specs

- Durable 18/8 Recycled Stainless Steel
- Double-wall vacuum insulated
- Twist-Lock Leakproof Lid
- Rift Link for easy carry & attachment
- Ergonomic comfort grip for holding
- Slip Resistant Removable Silicone Bumper
- Cupholder compatible

Dimensions:

10 oz 161.4 x 93.7mm (6.4" x 3.7")
16 oz 200.4 x 93.7mm (7.9" x 3.7")
Lid 43.2 x 94 mm. (1.7" x 3.7")



RIFT TUMBLER LID

FEATURES

RIFT TUMBLER LID
\$18.00 CAD
\$14.00 USD

TWIST-LOCK
TO ENGAGE
SPRING LID

LATCH POINT FOR
RIFT LINK

SILICONE
TO CREATE
LEAKPROOF SEAL

POLISHED
TRITAN

VISUAL LOCK
DIRECTIONAL
IDENTIFIER

THREAD PROFILE **NEST**
COMPATIBLE



TESTING

A series of tests are being performed by our factory and in-house to verify features and durability exceed industry standards.

UPSIDE DOWN LEAK TEST

- Fill with boiling water (2x 16 oz, 2x 10 oz)
- Turn upside down on paper towel
- Time: 10 mins (T2) / 8 Hrs (T3)
- Make sure there are no leaks

LATCH OPEN TEST

- After duration of leak test, open dial/latch
- Ensure it doesn't stay closed.

THERMAL TEST (STARBUCKS)

- Pre-heat units, fill with correct temperature water, track change over duration 5 hours.

COLD WATER RETENTION

- Water starts at 2 degrees, track change by time until room temperature is achieved (20 degrees)

DROP TESTS

- Drop on wood floor from 3 heights (bottom down, top down, side down).
- Video test/photograph results (30cm/60cm/90cm)

SALT SPRAY TEST

- ASTM B117 or ASTM F2832 all metal components: screws/nuts/spring/tumbler
- We can have no corrosion/rust on these components

DISHWASHER TEST

- Include all 5 components, 5 dishwasher cycles

ADHESION TEST

- Test powder coating/logo adhesion

TENSILE STRENGTH TEST (LANYARD)

- Must not break before reaching 5x the weight of tumbler filled with water for 5 min duration

SHAKE/TRANSPORTATION TEST

- Packaging, Inner & Master Cartons

CARRY/PORTABILITY

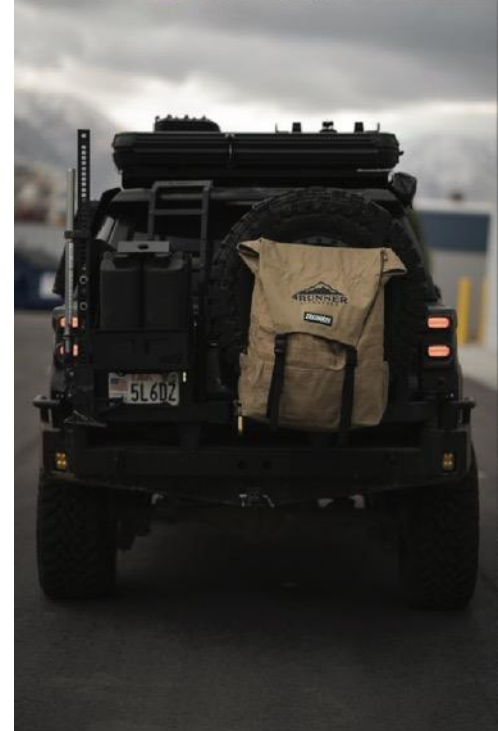
- Test in a variety of real-world scenarios: bag pockets, vehicle cupholders, bike bottle holders, Nespresso, etc. (Observe & document)

DRINKING EXPERIENCE

- Drinking while: Standard/Walking/Driving/Biking
- Drinking with: Variety of hat profiles/Glasses (Observe & document)

EXTREME CONSUMER SCENARIOS

- Shake Test (Carbonated beverage & extreme boil)
- Offroad *Need user partner





STONE



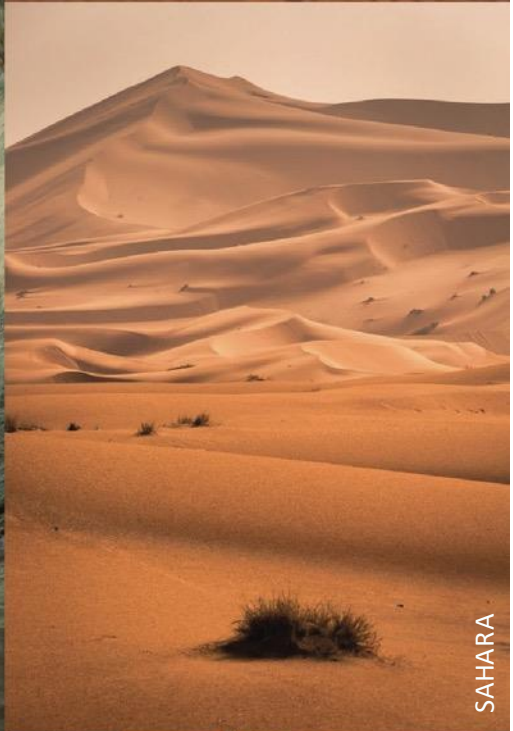
ASH



PACIFIC BLUE



WILD SAGE



SAHARA



RIFT TUMBLER 10 OZ

\$38.00 CAD

\$29.00 USD



PACIFIC
BLUE



SAHARA

RIFT LINK—
BLACK + ORANGE
(Shown Below)



ASH



STONE



WILD
SAGE

RIFT TUMBLER 16 OZ

\$45.00 CAD

\$35.00 USD



PACIFIC
BLUE



SAHARA



ASH



STONE



WILD
SAGE



RIFT PACKAGING

Rift packaging is a preview of the new VSSL packaging design launching in Spring 2026.



NEST POUR OVER SET
\$65.00 CAD
\$55.00 USD



NEST POUR OVER KIT
\$95.00 CAD
\$80.00 USD



NEST POUR-OVER

This is not just another pour-over set; it's a solution for coffee lovers who want high-quality coffee without compromising on durability, convenience, or taste – especially in outdoor or travel settings.

Compact, All-in-one Design

Rugged Durability Built for the Outdoors

Designed for Superior Coffee

No Plastic Taste or Waste

Easy to Clean, Low Maintenance



NEST POUR OVER COFFEE KIT


**DOUBLE-WALLED
STAINLESS STEEL:**
BUILT TOUGH FOR ANY JOURNEY


**COMPACT
5-PIECE DESIGN:**
PERFECT FOR TRAVEL &
OVERLANDING


**DUAL 10oz
MUGS INCLUDED:**
ENJOY COFFEE WITH A
COMPANION


**INTEGRATED POUR
OVER DRIPPER:**
BREW QUALITY COFFEE ANYWHERE


**JAVA G25 GRINDER
COMPATIBLE:**
NEST STORAGE FOR
SEAMLESS BREWING


**ECO-FRIENDLY
MATERIALS:**
80% RECYCLED,
BPA-FREE CONSTRUCTION





VSSL

**JAVA G25
COFFEE GRINDER**

JAVA GRINDERS

The world's most durable and most refined coffee hand grinders.

Precision Engineering for Consistent Grind Size

Portable, Compact, Durable Design

Aircraft-Grade Aluminum

50 Grind Settings

Stainless Steel Conical Burr

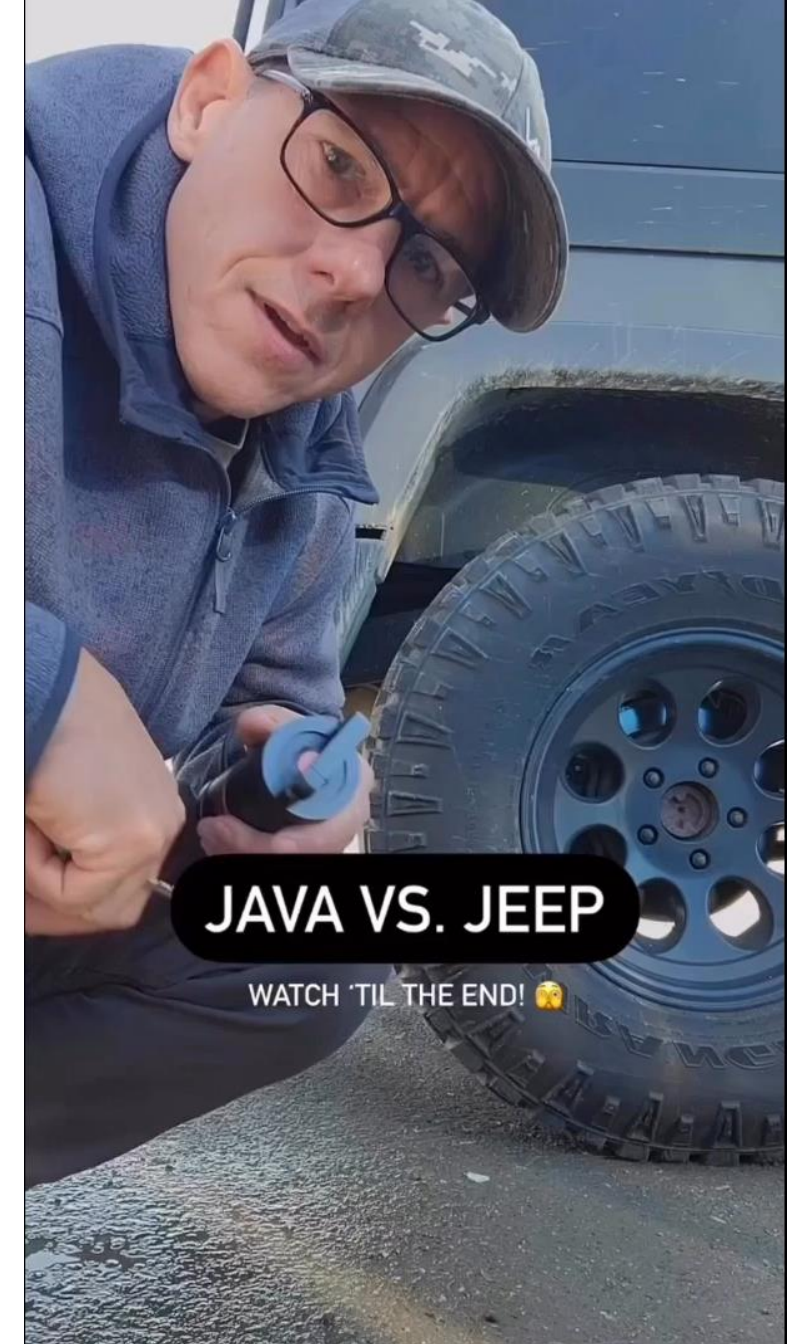
JAVA COFFEE GRINDER



"EXCEPTIONAL PRODUCT!"

THE CRAFTSMANSHIP AND FUNCTIONALITY MAKE IT
FEEL MORE ENJOYABLE AND DEPENDABLE.
NO REGRETS ON THIS PURCHASE."

- DAN P.



JAVA VS. JEEP

WATCH 'TIL THE END! 🤝



CONSUMER SEGMENTS



COFFEE



OVERLAND



OUTDOOR



FISH | HUNT



RIFT TUMBLER

Carry Confidence

**Your Everyday Carry.
Don't Leave Home Without It.**

From sunrise drives to late-night fires, the RIFT Tumbler is built to handle the rough, the wild, and the unexpected. It's more than a cup - it's essential everyday gear.

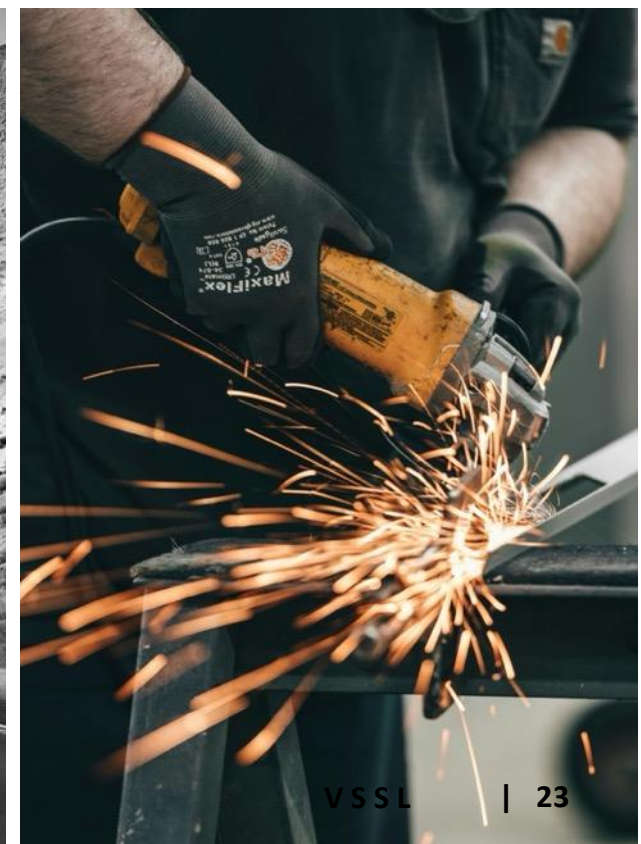


CAMPAIGN OBJECTIVE

- Position Rift as the everyday essential for on-the-go coffee and hydration
- Reinforce rugged durability and leakproof performance
- Build community around real-world usage: #CarryConfidence

WHO CARRIES CONFIDENCE?

- Overlanders & truck campers
- Trail-bound explorers & field pros
- Tradesman
- Coffee-first commuters
- Everyman EDC enthusiasts



WHAT MAKES RIFT EXCEPTIONAL?

1. Leakproof Twist-Lock Lid – Spill-proof seal with one-hand control
2. Ergonomic Base – Easy grip design, fits tight cupholders
3. Insulated Performance – Hot or cold for the long haul
4. Rugged Exterior – Matte powder coat, with laser engraved logo built to endure



VISUAL STYLE + ACTIVATIONS

RIFT Tumbler in Rugged Outdoor Setting

Scene: RIFT is on a rocky surface, tailgate or besides a campfire.

Purpose: Highlight its durability and positioning for outdoor enthusiasts.

Everyday Commute Integration

Scene: Show the tumbler snugly fitting in a car cup holder during a morning commute, tucked into a hydration pocket or hanging off a gear hook while someone is riding a bike.

Purpose: Emphasize its practicality for daily use and leakproof design.

Worksite Companion

Scene: Show the tumbler on a construction/ work site or workshop bench.

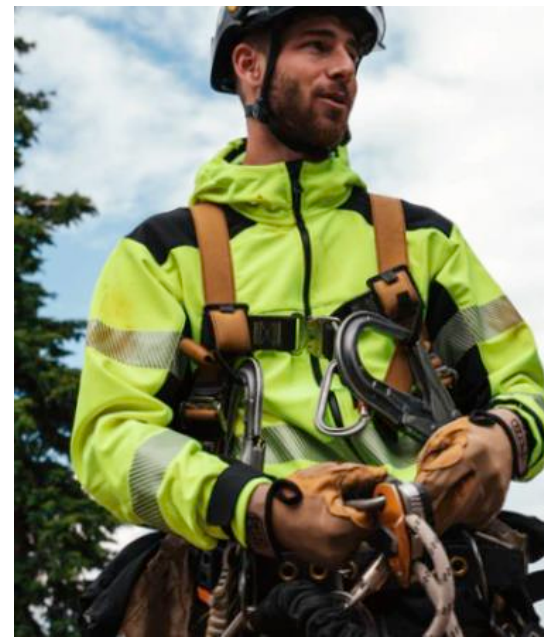
Purpose: Feature its robustness and reliability in demanding work environments.

Trust The Lock

Scene: Drop test, leak test, flip test in any/ all environments.

Purpose: Inspire confidence that no matter what, your beverage is protected.

UGC #CarryConfidence series



NEVER AGAIN.



RIFT TUMBLER 20 OZ

Meet the new 20 oz Rift Tumbler - built for longer days, bigger missions, and more coffee.

Same rugged durability and leakproof confidence, now with extended capacity to keep you fueled from first light to final pour.



RIFT TUMBLER 10 OZ
\$38.00 CAD
\$29.00 USD

RIFT TUMBLER 16 OZ
\$45.00 CAD
\$35.00 USD

RIFT TUMBLER 20 OZ
\$48.00 CAD
\$39.00 USD



RIFT TUMBLER 10 OZ

\$38.00 CAD

\$29.00 USD



PACIFIC
BLUE



SAHARA



ASH



STONE



WILD
SAGE



RUSTY
BUCKETS

RIFT TUMBLER 16 OZ

\$45.00 CAD

\$35.00 USD



PACIFIC
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SAHARA



ASH



STONE



WILD
SAGE



RUSTY
BUCKETS

RIFT TUMBLER 20 OZ

\$48.00 CAD

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PACIFIC
BLUE



SAHARA



ASH



STONE



WILD
SAGE



RUSTY
BUCKETS



NEST POUR OVER SET
\$65.00 CAD
\$55.00 USD



BLACK



SAHARA



DEEP MOSS



EMBER



DRIFTWOOD

NEST POUR OVER KIT
\$95.00 CAD
\$80.00 USD



BLACK



SAHARA



DEEP MOSS



EMBER



DRIFTWOOD



RIFT COLLECTION



RIFT TUMBLER 20 OZ
\$39.00 USD



RIFT TUMBLER 16 OZ
\$35.00 USD



RIFT TUMBLER 10 OZ
\$29.00 USD

ACCESSORIES



BLACK MULTI
RIFT LINK 4-PACK
\$10.00 USD



SAHARA STONE
RIFT LINK 4-PACK
\$10.00 USD



GREY
RIFT TUMBLER LID
\$14.00 USD



BLACK
NEST LID
\$8.00 USD



SILVER
NEST #1 MESH FILTER
\$10.00 USD



SILVER
NEST #1 MESH FILTER 3-PACK
\$28.00 USD



BLACK
NOMADIC TAILGATE MAT
\$65.00 USD

NEST COLLECTION



NEST POUR OVER KIT
\$80.00 USD



NEST POUR OVER SET
\$55.00 USD



NEST MUG 10oz
\$25.00



NEST POUR-OVER DRIPPER
\$30.00 USD

JAVA COLLECTION



BLACK/CARBON
GRIND & BREW GIFT SET
\$245.00 USD



JAVA G45 GRINDER
\$220.00 USD



JAVA G25 GRINDER
\$165.00 USD

SPRING 26 PACKAGING



THANK YOU.

