

# VSSL SALES PRESENTATION

April 2026



# FALL 2026

## AGENDA

no°1 Product Review

no°2 Marketing

no°3 Commercial

01



# 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

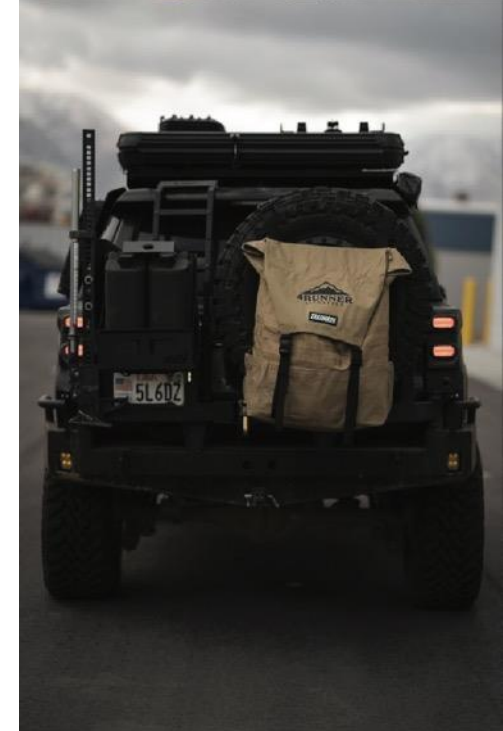
- Test in a variety of real-world scenarios: bag pockets, vehicle cupholders, bike bottle holders, Nespresso, etc.
- (Observe & document)

## 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



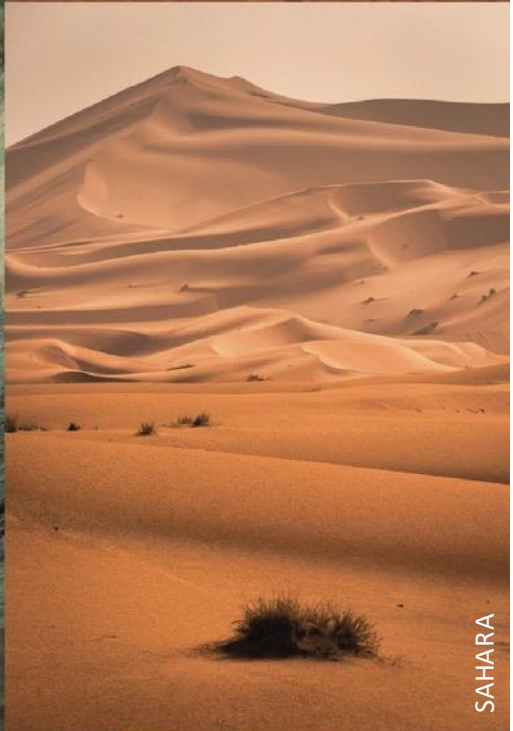
ASH



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 TUMBLER

CUSTOMIZATION PLACEMENT



NOTE: VSSL LOGO ON FRONT, CUSTOMIZATION AT BACK

# 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



BLACK

CREAM

EVERGLADE

DEEPMOSS

SAHARA

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



BLACK

CREAM

EVERGLADE

DEEPMOSS

SAHARA





# 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

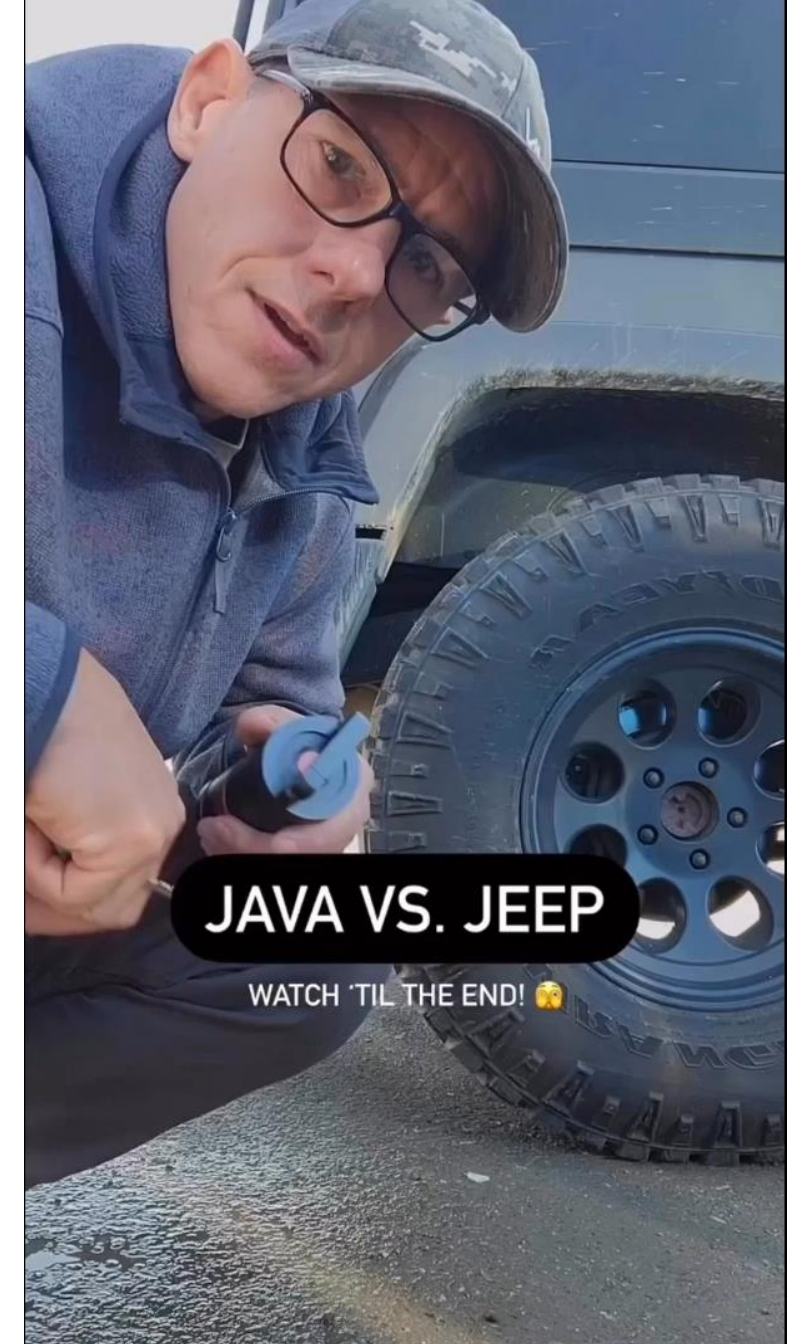


**"EXCEPTIONAL PRODUCT!"**

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! 🤝



# FW26 COLLECTION

## RIFT TUMBLER COLLECTION



PACIFIC BLUE SAHARA ASH STONE WILD SAGE

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



PACIFIC BLUE SAHARA ASH STONE WILD SAGE

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



GREY

RIFT TUMBLER LID  
\$18.00 CAD  
\$14.00 USD

## NEST COFFEE POUR OVER COLLECTION



BLACK CREAM/BRONZE BLACK CREAM EVERGLADE DEEPMOSS SAHARA

NEST POUR OVER KIT + JAVA G25 SET  
\$295.00 CAD  
\$245.00 USD

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



BLACK CREAM EVERGLADE DEEPMOSS SAHARA

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



BLACK CREAM

NEST MUG 10oz  
\$30.00 CAD  
\$25.00 USD



BLACK

NEST POUR-OVER  
DRIPPER  
\$35.00 CAD  
\$30.00 USD



BLACK COFFEE

NEST LID  
\$10.00 CAD  
\$8.00 USD

## JAVA COFFEE GRINDER COLLECTION



BLACK

JAVA G45 GRINDER  
\$280.00 CAD  
\$220.00 USD



CARBON



BLACK

JAVA G25 GRINDER  
\$200.00 CAD  
\$165.00 USD



CARBON



BRONZE

## ACCESSORIES



BLACK

NOMADIC COFFEE SCALE  
\$40.00 CAD  
\$35.00 USD



BLACK

NOMADIC TAILGATE MAT  
\$85.00 CAD  
\$65.00 USD



SILVER

NEST #1 MESH FILTER  
\$12.00 CAD  
\$10.00 USD



SILVER

NEST #1 MESH FILTER 3-PACK  
\$34.00 CAD  
\$28.00 USD



WHITE

NEST #2 PAPER FILTERS 100-PACK  
\$14.00 CAD Estimate  
\$10.00 USD Estimate



# FW26 COUNTERTOP DISPLAY

## FIXTURE CAPACITY

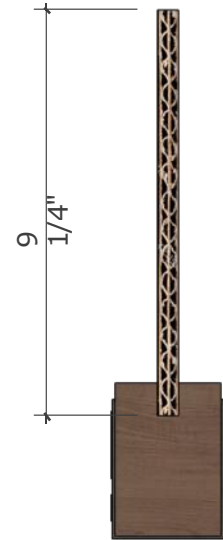
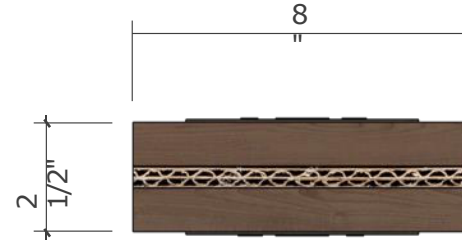
NEST POUR-OVER KIT - QTY: 6  
NEST POUR-OVER SET - QTY: 8  
JAVA G25 GRINDER - QTY: 2  
NEST #1 MESH FILTER - QTY: 6  
POUR-OVER LIDS - QTY: 6  
TUMBLER 10 OZ - QTY: 10  
TUMBLER 16 OZ - QTY: 10

- CAPACITY NOTE - TBD ON FINAL PRODUCT ASSORTMENT
- FEATURED PRODUCT ON ONE SIDE WITH REFRESHABLE MAGNETIC LAMINATE GRAPHIC BACKER
- SHELVING & PEGOBOARD ON BACKSIDE FOR PRODUCT STORAGE
- OPTIONAL SPINNING LAZY SUSAN BASE
- HEIGHT: 23.5"
- WIDTH: 19.5"
- LENGTH: 20"



# FW26 LOGO BLOCK

- BIRCH WOOD BASE WITH ESPRESSO STAIN
- TINTED SMOKE POWDERCOAT BADGE WITH WHITE 3MM ACRYLIC LOGO OR RAISED DECAL
- REFRESHABLE 1/2" ECO-BOARD GRAPHIC
- HEIGHT: 12"
- WIDTH: 8"
- LENGTH: 2.5"



# 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.

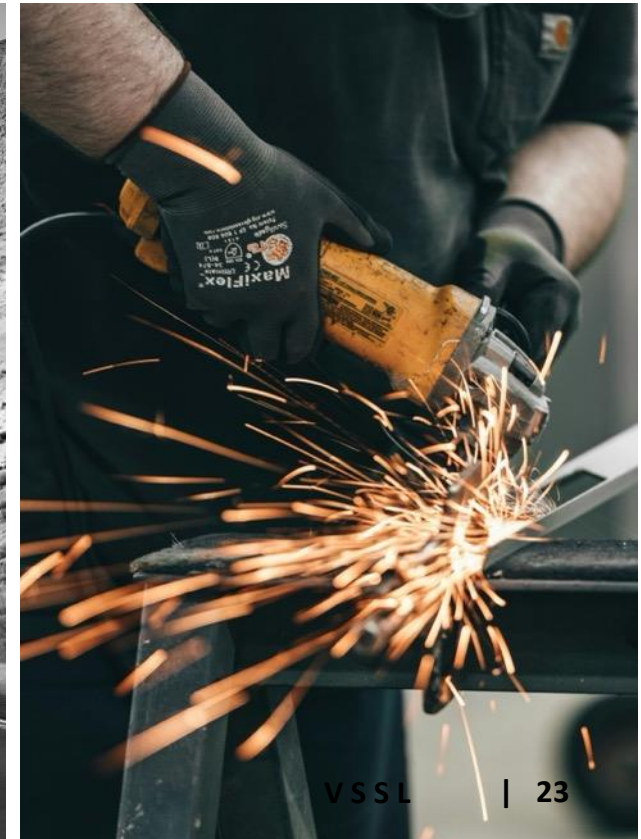


# CAMPAIGN OBJECTIVE

- 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



A Can-Am off-road vehicle is driving on a dirt trail in a hazy, mountainous landscape. The vehicle is kicking up dust, and another vehicle is visible in the distance. The scene is set against a backdrop of rolling hills and a cloudy sky. The text is overlaid in white, bold font.

**It's not just leakproof. It's lifeproof.**

**Built to grip. Built to go.**

**Confidence, sealed tight.**

**From the truck cab to the trailhead.**



# 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.

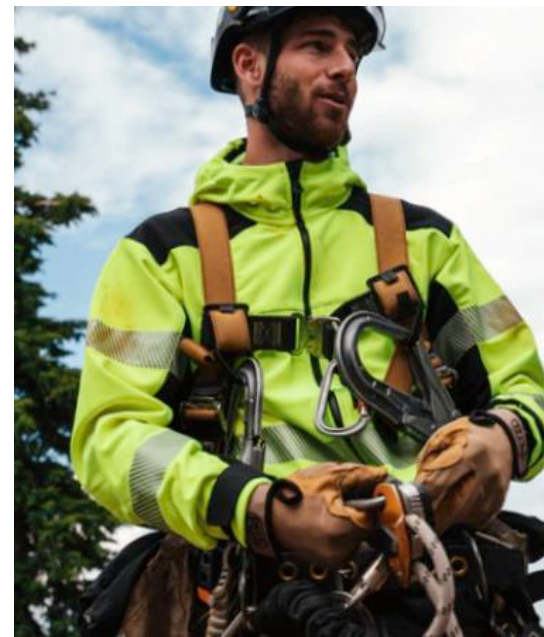
Purpose: Feature its robustness and reliability in demanding work environments.

## 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



# RUSTY BUCKETS

From the rugged allure of desert plains and the raw authenticity of cowboy culture, embracing a palette that reflects the interplay between bold, saturated red and rusty hues against vast, open landscapes. This contrast captures the spirit of freedom and grit, bringing warmth and adventure to everyday essentials.

A coffee cup becomes the perfect canvas to channel this vision, earthy yet vibrant design serves as a reminder of expansive horizons, blending utility with untamed elegance, perfect for those with a passion for the outdoors.



**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  
BLUE



SAHARA



ASH



STONE



WILD  
SAGE



RUSTY  
BUCKETS

**RIFT TUMBLER 20 OZ**

\$48.00 CAD  
\$39.00 USD



PACIFIC  
BLUE



SAHARA



ASH



STONE



WILD  
SAGE



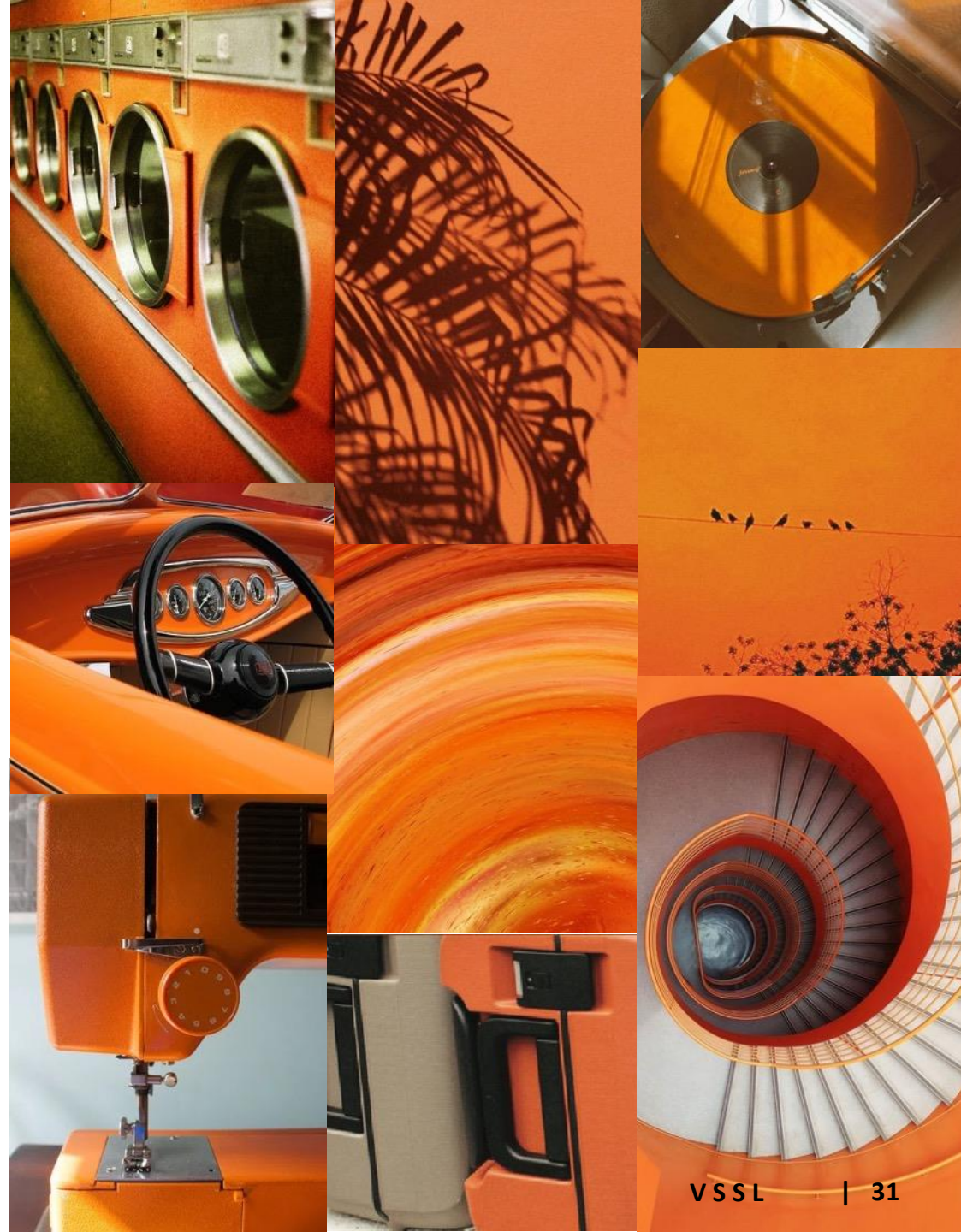
RUSTY  
BUCKETS



# EMBER

A rich, smouldering orange that radiates warmth, energy, and depth—*Ember* evokes the quiet intensity of fire at its core. This colour is rooted in the outdoor experience: from golden-hour light on desert rock to the glow of campfire embers and sunbaked trail dust.

Drawing from retro gear aesthetics and the textures of the natural world, Ember captures the spirit of adventure with a nostalgic edge. It balances boldness and earthiness while staying grounded in nature.



# DRIFTWOOD

*Driftwood* is a palette of sun-bleached neutrals and coastal textures—soft, weathered tones shaped by wind, water, and time. Rooted in the natural elements of sand, rope, stone, and aged wood, this colourway speaks to the calm resilience of the shoreline. It evokes the quiet strength of salt-sculpted cliffs and the rhythm of tidal patterns.

Understated yet deeply textural, Driftwood brings a grounded, elemental sensibility to outdoor gear. This palette pairs effortlessly with both bold accent colours and tonal layering, creating versatile combinations that feel both contemporary and timeless.



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



# MICA DUST

Shaped by elemental extremes - raw, refined, and unapologetically grounded. Mica Dust captures the cool, chalky tones of crushed mineral, volcanic ash, and stone dust.

In contrast, the best-selling Carbon band delivers weight and structure: a deep, metallic coal-graphite.

Together, they form a monochromatic spectrum that feels both industrial and organic, perfectly tuned to move seamlessly between urban infrastructure and rugged terrain – home to outdoor. A statement of restraint, strength, and timeless utility.



# RIFT LINK

Offer customers an accessory to “customize” or *refresh* their Drift Tumbler with new paracord carabiner attachments. These are alternative colorways than the paracord that will be sold with each tumbler.

## Details & Specs

- Durable paracord
- Silicone dipped with VSSL logo

**RIFT LINK 4-PACK**  
\$14.00 CAD *Estimate*  
\$10.00 USD *Estimate*



MULTI



BLACK



# SS26 COLLECTION

## RIFT TUMBLER COLLECTION



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

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

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

RIFT TUMBLER LID  
\$18.00 CAD  
\$14.00 USD

## NEST COFFEE POUR OVER COLLECTION



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

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

NEST MUG 10 OZ  
\$30.00 CAD  
\$25.00 USD

NEST POUR-OVER  
DRIPPER  
\$35.00 CAD  
\$30.00 USD

NEST LID  
\$10.00 CAD  
\$8.00 USD

## JAVA COFFEE GRINDER COLLECTION



JAVA G45 GRINDER  
\$280.00 CAD  
\$220.00 USD

JAVA G25 GRINDER  
\$200.00 CAD  
\$165.00 USD

## ACCESSORIES



NOMADIC COFFEE SCALE  
\$40.00 CAD  
\$35.00 USD

NOMADIC TAILGATE MAT  
\$85.00 CAD  
\$65.00 USD

NEST #1 MESH FILTER  
\$12.00 CAD  
\$10.00 USD

NEST #1 MESH FILTER 3-PACK  
\$34.00 CAD  
\$28.00 USD

NEST #2 PAPER FILTERS 100-PACK  
\$14.00 CAD *Estimate*  
\$10.00 USD *Estimate*

RIFT LINKS 4-PACK  
\$14.00 CAD *Estimate*  
\$10.00 USD *Estimate*



# SPRING 26 PACKAGING



# SS26 COUNTERTOP FIXTURE + CUBE PEDESTAL

## FIXTURE CAPACITY

NEST POUR-OVER KIT - QTY: 35  
NEST POUR-OVER SET - QTY: 20  
JAVA G25 GRINDER - QTY: 3-4  
NEST #1 MESH FILTER - QTY: 30  
TUMBLER 10 OZ - QTY: 20  
TUMBLER 16 OZ - QTY: 30

- CAPACITY NOTE - TBD ON FINAL PRODUCT ASSORTMENT
- COUNTERTOP FIXTURE ATTACHES TO STORAGE PEDESTAL FOR ADDITIONAL PRODUCT STORAGE
- SMALL FOOTPRINT WITH FIXED SHELF STORAGE CUBES WITH OPTION FOR REFRESHABLE GRAPHIC OR BRANDED SIDE PANELS
- HEIGHT: 5' 3"
- WIDTH: 20"
- LENGTH: 20"



THANK YOU.

