



Hip®

2020



About Hip

There is a lot of mixed messaging about “sustainability” in the consumer products world. We want to bring clarity to the idea of sustainability in materials and manufacturing. Our products and manufacturing methods are not 100% sustainable. However, by using materials such as recycled ocean bound plastic and wheat and bamboo fiber, we want to push our company and industry a step closer.

By using these materials, we plan to drive awareness and demand for the collection of waste littering our oceans.

We hope to change the perception of plastic within the consumer and housewares industries as a single use item. Instead of producing new plastic from fossil fuels, let’s give the billions of pounds of plastic that already exist in the world a second life.

Now is the time to act.

More than 5 trillion pieces of plastic currently litter the oceans, 150 million tons - Up to 8 million tons of plastic enter our oceans every year. Plastic production and consumption are predicted to double over the next 10 years. By 2050, plastic in the ocean will outweigh fish.

Please support us on this journey.

Richard,
Founder

Our Materials



What's Inside?

100% Ocean Bound Plastic

Oceanbound plastic is material collected from communities with no formal waste management within 50 km of the shore line. Our Oceanbound plastic is pre-consumer, industrial plastic, which would otherwise become waste, likely winding up in our oceans. The material is collected and processed in Asia, before being shipped to our factory for final production.



What's Inside?

30% Wheat Straw
70% Virgin PP

Wheat straw is the remainder of the wheat plant after harvesting the grain and chaff. Our wheat straw products are made of 30% wheat straw and 70% virgin PP.



What's Inside?

30% Bamboo Fiber
70% PP

Bamboo is one of the fastest growing plants in the world, reaching full maturity in 3-5 years. It captures more carbon than most plants and releases 30% more oxygen into the air than trees of the same mass. Our bamboo fiber products are made of 30% bamboo and 70% melamine. Our bamboo is sourced from Jiangxi province and shipped to Taizhou, Zhejiang for final production.



What's Inside?

100% PP

Where we use virgin PP this is recyclable #5.

Lunch Pod

Cutlery Case with Cutlery

Salad Bowl 1.5L Stainless Steel



Buoy Bottle

Single Straw Case (includes
1 SqueakyCleanStraw™)



This collection of products
is all made with Ocean
Bound Plastic



Ocean Bound Plastic Closure

Virgin Plastic Translucent Shell



Ocean Bound Plastic Outer Shell

Stainless Steel Body
20 fl oz / 600 ml

Silicone Base



Double wall bottle
made with Ocean
Bound Plastic

Buoy Bottle

Our double wall Buoy bottle showcases a stainless steel body wrapped with a second wall of Ocean Bound Plastic with an easy carry handle.

Capacity: 600ml / 20oz

DUSTY PINK

PANTONE 692 C



JADE

PANTONE 3155 C



SPACE

PANTONE 2187 U



SKY

PANTONE 645 U





Modular for
single or dual
compartment use

Hip Lunch Pod

A unique and innovative lunch pod that makes meal prep easier than ever! Each layer can contain different types of foods, and you'll have more than enough space to fit all your meals and enjoy them on the go.

Capacity: 1.1L / 37oz – 500ml / 17oz + 600ml / 20oz

DUSTY PINK

PANTONE 692 C
PANTONE 691 C



JADE

PANTONE 3155 C
PANTONE 7714 C



SPACE

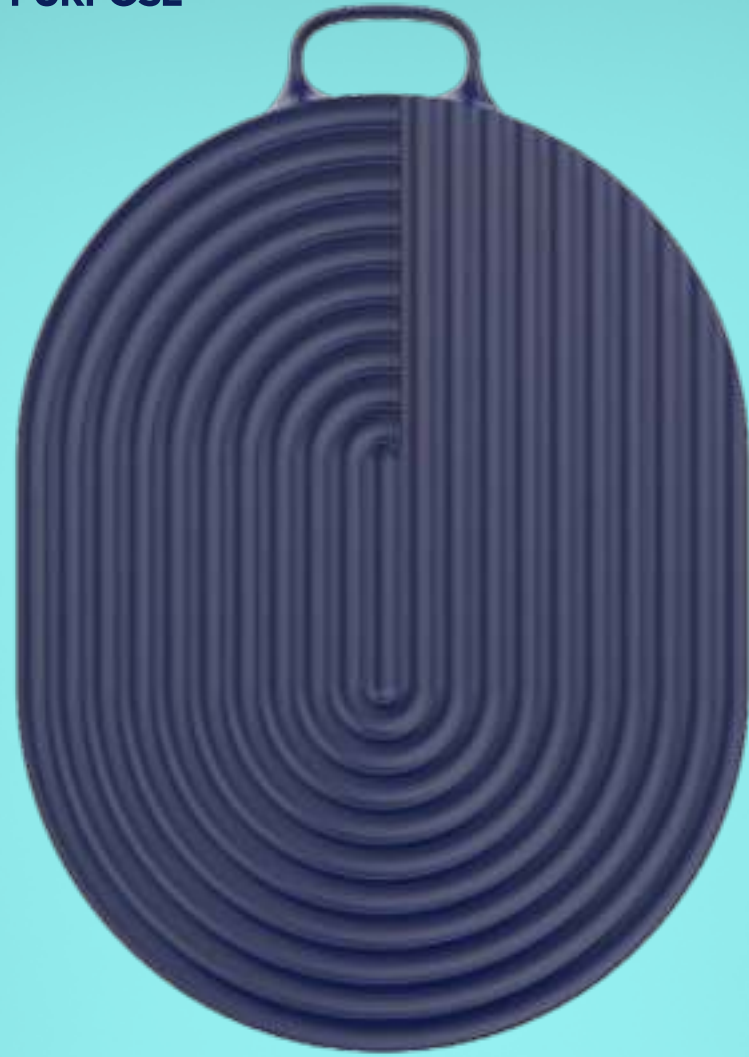
PANTONE 2187 U
PANTONE 2152 U



SKY

PANTONE 645 U
PANTONE 644 U





Snap-tight lid
+ handy carry loop



Salad Bowl Stainless Steel

(1.1L and 1.5L)

Our stainless bowl includes a snap tight lid and a handy carry loop. Perfect for transporting your salad wherever you go.

Capacity: 1.1L / 37oz and 1.5L / 50oz

DUSTY PINK

PANTONE 692 C



JADE

PANTONE 3155 C



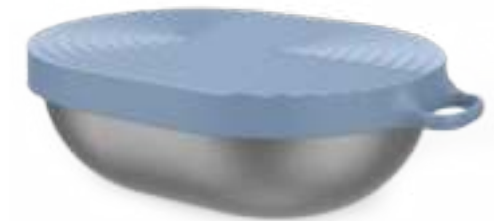
SPACE

PANTONE 2187 U



SKY

PANTONE 645 U





SqueakyCleanStraw™ Case

Our little case to easily fit your SqueakyCleanStraw on the go. Straw included.

DUSTY PINK

PANTONE 692 C



JADE

PANTONE 3155 C



SPACE

PANTONE 2187 U



SKY

PANTONE 645 U



Shallow case for
easy cleaning



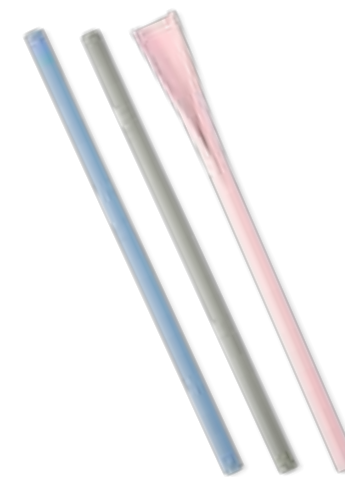


SqueakyCleanStraw™

SqueakyCleanStraw™ opens easily for thorough cleaning, slides closed for no-drip sipping, and removes the worry (and germs) from reusable straws.

LIGHTS

- SKY
PANTONE 645 U
- STONE
PANTONE Warm Gray 5 U
- DUSTY PINK
PANTONE 692 C



BRIGHTS

- SPACE
PANTONE 2187 U
- JADE
PANTONE 3155 C
- HOT PINK
PANTONE 812 U



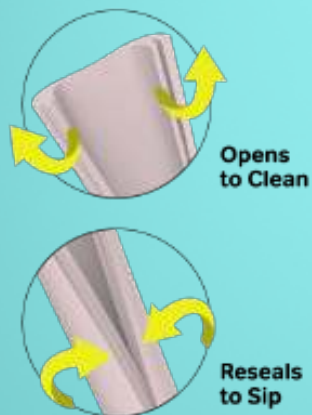
HOT PINK

- PANTONE 812 U



DUSTY PINK

- PANTONE 692 C



The only straw that opens and closes for easy cleaning



Cutlery Case with Cutlery

Our solution to this growing issue – cutlery made from wheat straw in this handy carry case to take on the go.

DUSTY PINK

PANTONE 692 C



JADE

PANTONE 3155 C



SPACE

PANTONE 2187 U



SKY

PANTONE 645 U



Cutlery Set
made of wheat
straw fiber





Silicone Cutlery Case with Cutlery Set

Sustainably crafted from wheat straw, an eco-friendly and natural material that derives from wheat production. Bring your own utensils on-the-go!

DUSTY PINK

PANTONE 692 C



JADE

PANTONE 3155 C



SPACE

PANTONE 2187 U



SKY

PANTONE 645 U



Cutlery Set
made of wheat
straw fiber





Wheat Straw Cutlery

Our wheat straw cutlery is a sustainable solution to this growing issue as they are lightweight enough to be taken anywhere, but also durable to withstand continued use. Dishwasher Safe

DUSTY PINK

PANTONE 692 C



JADE

PANTONE 3155 C



SPACE

PANTONE 2187 U



SKY

PANTONE 645 U



Cutlery Set
made of wheat
straw fiber





Hip Clutch

Our bowl with built in handle and soft cover are perfectly integrated into the ultimate take to work solution. Carrying your lunch has never been easier.

Capacity: 1L / 34oz

DUSTY PINK

PANTONE 692 C



JADE

PANTONE 3155 C



SPACE

PANTONE 2187 U



SKY

PANTONE 645 U



Lunch bowl to go
- simply carry
with you





Set of 3 Bowls (0.35L, 0.7L and 1.2L)

Set of 3 Storage Bowls with side handle. Specifically designed for multi use, this nested set of clear lidded bowls can be used in the fridge, freezer and microwave – so they work equally well for storing, heating and serving food.

Capacity: 350ml / 12oz, 700ml / 24oz and 1.2L / 41oz

DUSTY PINK

PANTONE 692 C
PANTONE 691 C



JADE

PANTONE 3155 C
PANTONE 7714 C



SPACE

PANTONE 2187 U
PANTONE 2152 U



SKY

PANTONE 645 U
PANTONE 644 U



Designed to nest
into each other
for storage





Salad Bowl (1.1L and 1.5L)

Deep bowl shape is perfect for salads and grain bowls. Press-fit lids have leak-resistant silicone seals and side-straps. Skip the take-out containers, bring your meals with Hip's Salad Bowls.

Capacity: 1.1L / 37oz and 1.5L / 50oz

DUSTY PINK

PANTONE 692 C
PANTONE 691 C



JADE

PANTONE 3155 C
PANTONE 7714 C



SPACE

PANTONE 2187 U
PANTONE 2152 U



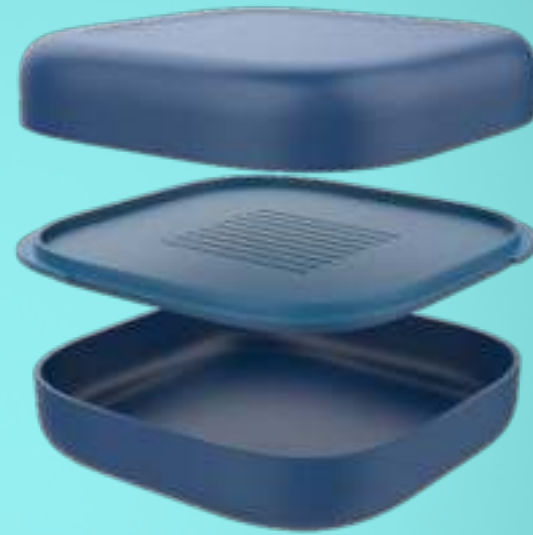
SKY

PANTONE 645 U
PANTONE 644 U



Pull down straps
to secure lid





Divider creates two compartments



Bento

Compact Bento Box to hold your daily lunch and snacks in a colorful, minimalist package. Lidded design comes with a divider to separate foods and double as a plate and an elastic band to hold it all together.

Capacity: 1.3L / 44oz – 2x 650ml / 22oz

DUSTY PINK

PANTONE 692 C
PANTONE 691 C



JADE

PANTONE 3155 C
PANTONE 7714 C



SPACE

PANTONE 2187 U
PANTONE 2152 U



SKY

PANTONE 645 U
PANTONE 644 U





Tritan Bottle

Lightweight and durable, Hip Tritan Bottles are made from shatterproof BPA-Free Tritan™ plastic. The bottle features a wide mouth to fit ice and an easy carry handle.

Capacity: 570ml / 19oz

DUSTY PINK

PANTONE 692 C
PANTONE 691 C



JADE

PANTONE 3155 C
PANTONE 7714 C



SPACE

PANTONE 2187 U
PANTONE 2152 U



SKY

PANTONE 645 U
PANTONE 644 U



Easy to carry,
wide mouth bottle





Features a wide mouth and carry handle

Hip Original Bottle

Unique 22oz bottle shape is ideal for tossing in your purse, bag or briefcase. Vibrant soft silicone sleeve provides grip while drinking. BPA-free Tritan plastic offers glass-like clarity and lightweight carrying.

Capacity: 650ml / 22oz

SKY

PANTONE 645 U



DUSTY PINK

PANTONE 692 C

JADE

PANTONE 3155 C



SPACE

PANTONE 2187 U

STONE

PANTONE Warm Gray 5 U



MIDNIGHT

PANTONE Black U



Press-fit lids
seal contents
securely



Bamboo Fiber Food Containers

Crafted from sustainable bamboo fiber, our sturdy and stylish food containers will elevate your lunch game.

Capacity: 740ml / 25oz (SANDWICH), 2129ml / 72oz (SALAD)

SANDWICH



SKY

PANTONE 645 U

SANDWICH AND SALAD
WITH CUTLERY

SKY

PANTONE 645 U

SPACE

PANTONE 2187 U

SAGE

PANTONE 556 U



SALAD WITH CUTLERY

SPACE

PANTONE 2187 U

SAGE

PANTONE 556 U





Hip Pack

Hip Pack is a platinum food-grade silicone bag that replaces single-use plastic bags and containers. Fill it, then secure it with the attached strap - no loose parts.

Capacity: Medium 2.6L / 90oz

Capacity: Large 5L / 173oz

AQUA

PANTONE 318 C



DUSTY PINK

PANTONE 698 C



PLUM

PANTONE 667 C



CORAL

PANTONE 169 C



DUSTY PINK

PANTONE 698 C



FUCHSIA

PANTONE 184 C



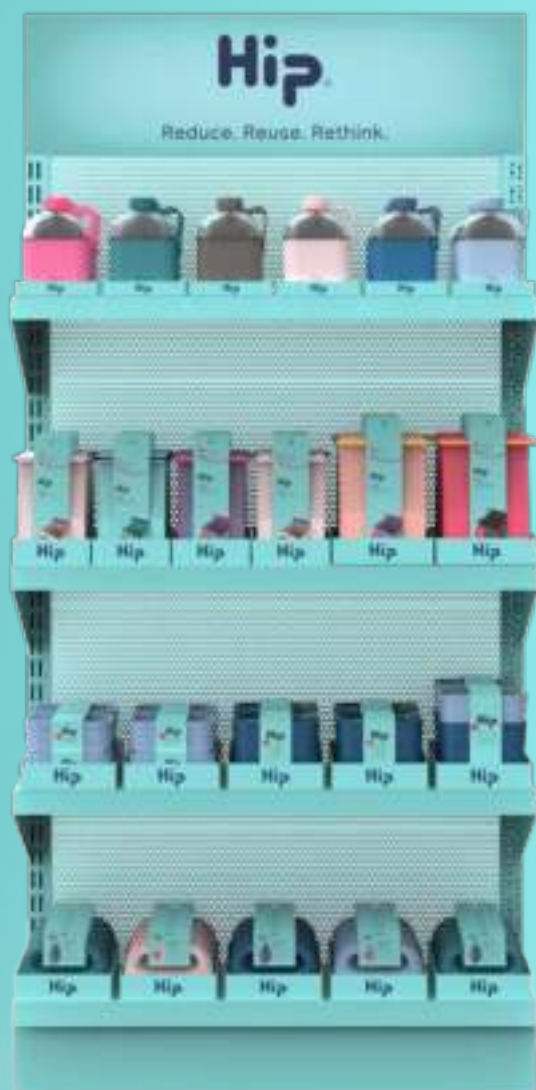
Ideal for snacks,
candy, bulk foods
+ lunch-on-the-go



On Shelf Programs

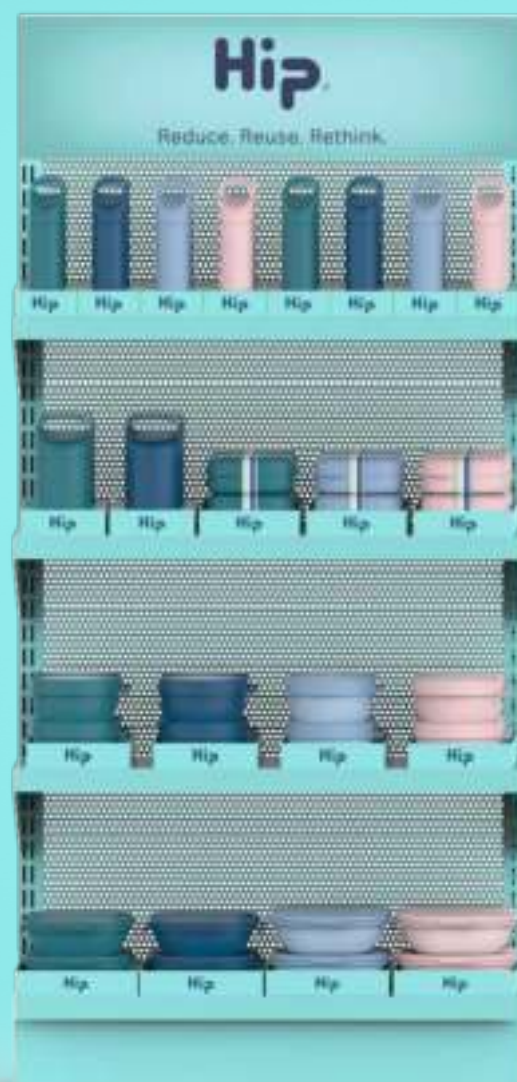
Purchase as is or mix and match.

1200 x 500 x 1800mm
47.24" x 19.69" x 70.87"



POG A: Hip Originals

- Hip Original Bottle
- Hip Pack
- Bamboo Fiber Food Containers
- Carri Tote



POG B: On the Go Essentials

- Tritan Bottle
- Hip Lunch Pod
- Bento
- Set of 3 Bowls
- Salad Bowls (1.1L and 1.5L)



POG C: Impulse + Cash Lane

- SqueakyCleanStraws™
- SqueakyCleanStraw™ Case
- Silicone Cutlery Case with Cutlery
- Wheat Straw Cutlery
- SqueakyCleanStraw™ Dual Case



POG D: Hip with Purpose

- Buoy Bottle
- Stainless Steel Salad Bowls (1.1L and 1.5L)
- Clutch (Stainless Steel + PP)
- Cutlery Case with Cutlery



Floor Display Units

600 x 500 x 1200mm
23.62" x 19.69" x 47.24"



Display A: On the Go Essentials

- Tritan Bottle
- Hip Lunch Pod
- Bento
- Set of 3 Bowls
- Salad Bowls (1.1L and 1.5L)



Display B: Food Storage

- Hip Lunch Pod
- Bento
- Set of 3 Bowls
- Salad Bowls (1.1L and 1.5L)



Display C: Impulse

- SqueakyCleanStraws™
- SqueakyCleanStraw™ Case
- Silicone Cutlery Case with Cutlery
- Wheat Straw Cutlery
- SqueakyCleanStraw™ Dual Case



Display D: Ocean Bound Plastics

- Buoy Bottle
- Stainless Steel Salad Bowls (1.1L and 1.5L)
- Clutch (Stainless Steel + PP)
- Cutlery Case with Cutlery



Hip®

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