



TABLE OF CONTENTS

PRIVATE LABEL INDIVIDUAL REPORT.....	2
SUPPLIER CHECK.....	9
LISTING CREATION REPORT.....	13
A+ CONTENT.....	19

PRIVATE LABEL INDIVIDUAL REPORT



HOW WE DID IT.....	2
OUR CHOICE IS:.....	3
WHY PEOPLE BUY IT.....	3
WHY IT IS A GREAT IDEA TO SELL IT.....	3
NICHE INDICATORS ON AMAZON.....	4
NICHE HISTORY ON AMAZON.....	4
PRODUCT HISTORY ON AMAZON.....	5
KEYWORDS SEARCH TREND.....	5
BEST SUITED KEYWORDS.....	6
LISTING QUALITY SCORE.....	6
KEY INSIGHTS FROM REVIEWS.....	7
EXAMPLES OF SUPPLIERS*.....	7

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HOW WE DID IT

When searching for a product, we followed these criteria:

Categories: Kitchen & Dining.

Price range: \$10 - 100

Product idea: This is a specific product that is popular and stands out because of its sales numbers, price, and reviews in the niche. In this report, we showcase profitable products as examples. You can view them as a source of inspiration and customize your offerings to align with your unique brand and target audience.

Demand: Determined by data on monthly sales and revenues on various trading platforms, including Amazon and AliExpress. Good values are considered to be revenue starting at \$3,000 on Amazon U.S., €3,000 in Europe, and £3,000 in the U.K. In addition to profits generated, we also pay attention to the search trend for relatable keywords in Google and on Amazon - we get all of this data from a reliable source: AMZScout.

Opportunity for Improvement: With the integration of advanced AMZScout PRO AI, product research has become even more precise and actionable. By incorporating new technologies, this report captures a broader spectrum of data and provides well-founded opportunities for enhancing product profitability. This ensures smarter selling strategies tailored to your specific goals.

Competition: This can be considered “light” if the seller won’t need to compete with any big brands for sales on Amazon or other marketplaces. Also, in order for a niche to be confidently deemed “uncompetitive”, there shouldn’t be any large Shopify stores with traffic starting from 100,000 visitors. Last but not least, we look at the number of reviews for products in a niche. The exact proportion between revenue and reviews depends on the category. We also consider RPR (Revenue Per Review), which is the ratio of how much revenue a seller makes per one review.

Other specific criteria: Low top-brand competition; Stable demand throughout the year, no seasonality.

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OUR CHOICE IS:

TEMPERATURE CONTROL TRAVEL MUG



- 👍 Low number of reviews
- 👍 Lightweight
- 👍 Customizable

WHY IT IS A GREAT IDEA TO SELL IT

- This niche is not currently oversaturated, so there is plenty of room for new sellers to enter and benefit significantly. Even though this niche isn't particularly new, it does continue to develop and change, especially with new and evolving technologies. On the first page, six sellers with under 100 reviews each are selling over 200 units, which is a positive sign for new sellers.
- Sellers can differentiate this product from those sold by existing competitors by offering a better design and price, as well as by offering products in a more attractive set or pack. Despite the fact that this product comes in several varieties, some of them don't sell at all, while others do sell, but not well. Approximately 40% of this item's sales are derived from the variation "Color: Lilac".
- The even revenue distribution among sellers in this niche indicates a healthy, competitive environment, offering newcomers opportunities to attract stable consumer interest and stand out with unique offerings, better service, or innovations that can boost their chances of success.



Number of sellers
1

Price
\$69.99

Est. Revenue
\$25,033

Est. Sales
320

Reviews
274

[Link](#)



Price
\$149.95

There aren't many similar products being sold by Walmart.

[Link](#)



Only a couple of big stores are currently selling this item.

Other Stores

You can find similar products selling on [ebay.com](#) - **\$70.00**



Price
\$9.61

Customer rating
4.4/5 stars - People like this product

[Link](#)

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NICHE INDICATORS ON AMAZON

The general niche indicators here are good. Both the number of average monthly sales and the average monthly revenue promise great profit opportunities for sellers. The average number of reviews in this niche is low, which indicates that the niche is not currently saturated.

Avg. Monthly Sales

961

Outstanding! This product is in high demand.

Avg. Monthly Revenue

\$83,062

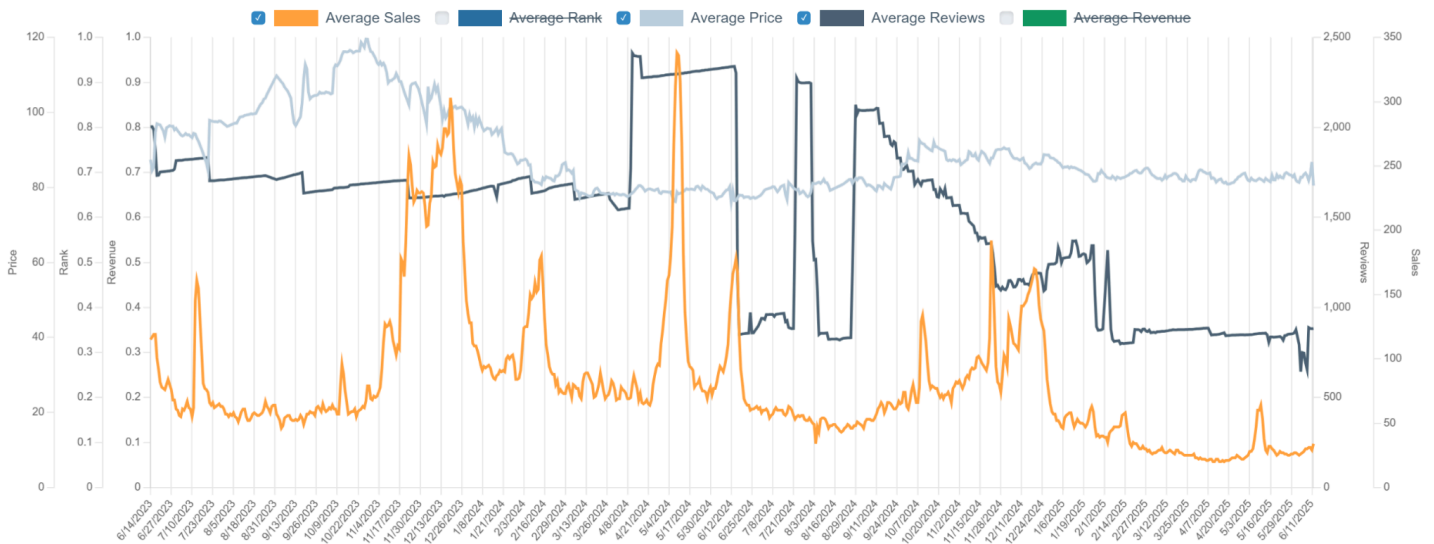
Awesome! There is a good opportunity for profits.

Results	Avg. Mo Sales	Avg. Mo Revenue	Avg. Sales Rank	Avg. Price	Avg. Reviews	Avg. Net Margin	Visibility Score	AI Niche Score	Niche History
47	961	\$83,062	121,993	\$77.69	884	74%	1	7	

★ #	Product Name	Brand	Category	Score for PL	Score for Reselling	Rank	Est. Revenue	Page Rev. Share	Est. Sales	Price	FBA Fees	Available from	# of Reviews	# of Sellers	Seller Type	Net Margin	Variants	Rating	Weight
8	Nextmug Go - Temperature...	Nextmug by Nextb...	Home & Kitchen	9	10	#81	\$211,556.40	3.02%	1,628	\$129.94	\$25.45	10/01/24	209	3	FBA	80%	3	4.2	2.23
22	Self Heating Coffee ...	Keipwam	Home & Kitchen	9	0	#7	\$115,506.80	1.65%	1,847	\$59.99	\$14.62	02/10/25	188	1	FBA	76%	6	4.4	1.70
23	X Heated Coffee Mu...	SmrMugg	Home & Kitchen	9	0	#30,878	\$117,511.00	1.68%	904	\$129.99	\$25.64	12/27/24	44	1	FBA	80%	1	4.3	0.94
29	Temperature Control Heate...	VFZO	Home & Kitchen	9	0	#79,796	\$51,342.10	0.73%	395	\$129.98	\$25.88	09/14/24	53	1	FBA	80%	3	4.2	2.23
38	Premium Heated Cof...	THERMACUP	Home & Kitchen	9	5	#26	\$41,922.77	0.6%	691	\$56.00	\$14.55	04/08/25	44	21	MCH	74%	2	4.6	1.18
42	Happiness Smart Heated C...	Happiness	Home & Kitchen	9	0	#37,391	\$65,449.55	0.93%	691	\$99.99	\$20.87	02/26/25	75	1	FBA	79%	4	4.7	1.98
48	Ember Tumbler, Temperat...	Ember	Home & Kitchen	9	6	#28,354	\$116,974.80	1.67%	788	\$119.99	\$25.14	04/26/23	212	3	AMZ	79%	1	3.9	1.20
59	PRO 14 oz. Self-Heating Co...	SmrMugg	Home & Kitchen	9	0	#109,493	\$10,796.80	0.15%	120	\$89.99	\$19.45	09/06/24	90	1	FBA	78%	1	3.9	0.94
7	Ember Travel Mug 2...	Ember	Home & Kitchen	8	6	#48	\$417,709.30	5.96%	2,963	\$199.95	\$36.74	09/23/23	2,102	4	AMZ	82%	2	3.7	1.20

NICHE HISTORY ON AMAZON

This niche experiences consistent sales throughout the year. Additionally, during the December holiday season, there is also a significant boost in sales, as these products are frequently purchased as gifts.

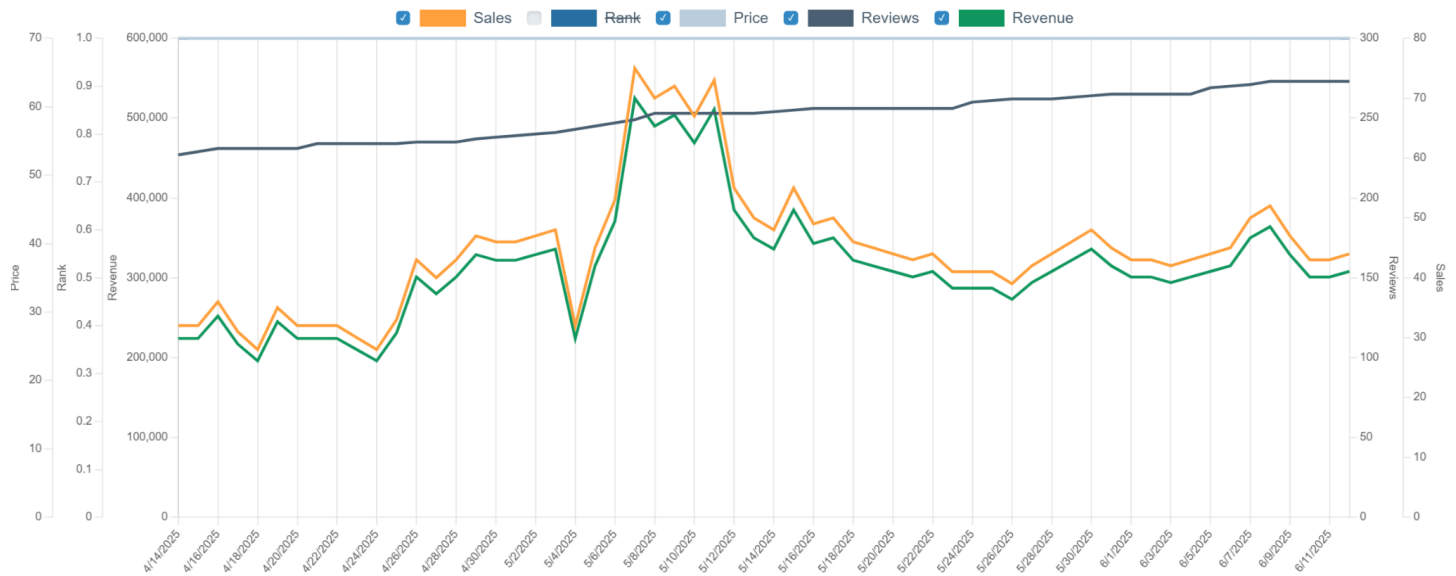


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PRODUCT HISTORY ON AMAZON

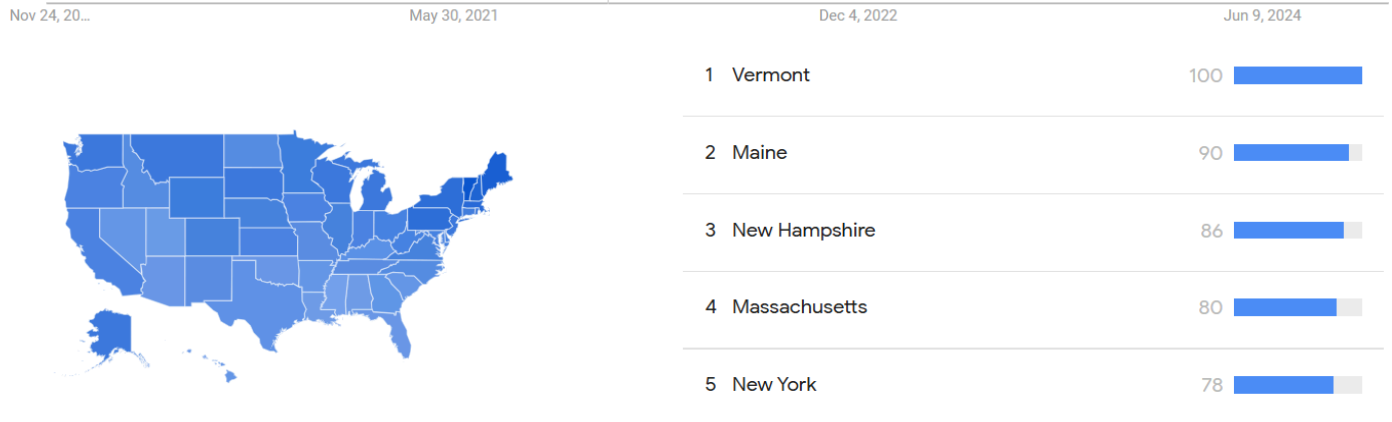
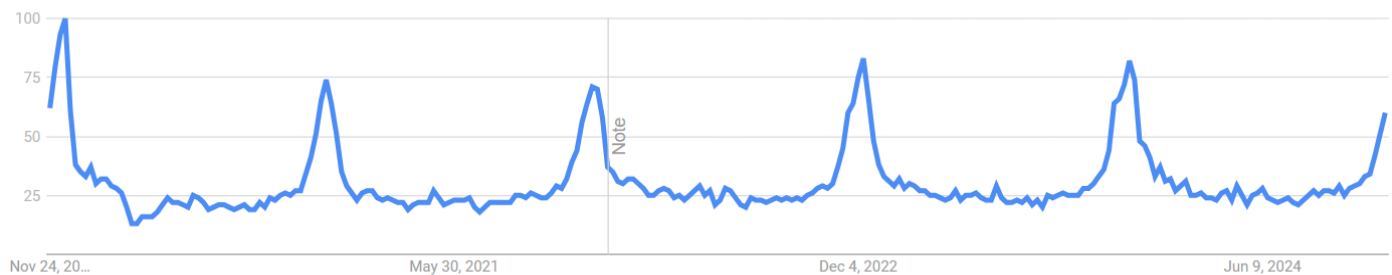
We can see that this product has successfully made it through the launch phase, and has been performing quite well since.



People search for this type of product regularly. Take a look at Google Trends.

KEYWORDS SEARCH TREND

TRAVEL MUG



Based on the results of interest by subregion, we can see that the keyword **'Travel Mug'** garners significant interest in the specific states highlighted on the map above. This indicates potentially high demand for this product in these particular areas.

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BEST SUITED KEYWORDS

Keywords are needed to compile a product card on any site. Both the description of the product and which keywords are used have a direct impact on how frequently and relevantly the product appears in search engines. Keywords are also needed to set up paid advertising and targeting campaigns on Facebook, Google, and Amazon.

temperature-controlled mug	coffee travel mug	tea heater mug
smart mugs	coffee mug warmer	temperature control travel mug
temperature-controlled travel mug	heated coffee mug	vacuum sealed travel cup
heating auto travel mug	insulated travel mug	heated travel mug
usb cup warmer	travel smart mug	rechargeable coffee mug

LISTING QUALITY SCORE

The LQS (Listing Quality Score) measures how optimized a product listing is on Amazon. This score ranges from 1 to 100, with 100 being excellent. This table compares the current values of the listing with recommended values to improve the LQS. Green values indicate elements that meet or exceed the recommendations. Red values highlight areas that need improvement. Improving the red-highlighted factors can increase the listing's visibility and appeal to customers, which can lead to better sales performance.

	Current product	Recommended
LQS	75	> 70
Brand Length	8	<= 100
Bullet Count	8	>= 5
Rating	3.5	>= 4
Reviews	274	>= 15
Description Length	1,837	>= 1,000 or A+ Content
Images Count	10	> 5

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KEY INSIGHTS FROM REVIEWS

Customer Focus Areas	Product Insights
Byers' Top Advantage:	Aesthetic appeal: "The product is very cute and looks very cool"
Buyers' Biggest Complaint:	Battery life issues: "Battery does not last long without being plugged in"
Top Reason People Buy:	Convenience: "Wants to keep coffee warm while on the go"
Best Product Feature:	Magnetic charging cord: "Convenient snap-on charging"

EXAMPLE OF SUPPLIER*

The suppliers listed here are meant to serve as examples to help you understand the types of available manufacturers for your product needs. These examples are primarily sourced from the Alibaba platform, but they are not exhaustive. You can explore additional options on other sourcing platforms or through direct manufacturer outreach to find the best fit for your requirements. Keep in mind that evaluating multiple suppliers ensures competitive pricing, quality standards, and the greatest flexibility for customization.

		Price \$9.00 - \$10.00 per piece	Minimum order 50 pieces	First batch cost Appr. \$9,000	Link 
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Having a trustworthy, reliable, and responsive supplier is a key factor to providing your customers with high-quality products and services. Working with honest suppliers ensures that your business will be successful. If you're looking for a deeper analysis, you can order a [Suppliers Check Research Report](#).

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*The suppliers provided here are only meant for the purpose of examples. Please note that we are not responsible for the reliability or quality of these suppliers. It is recommended that you conduct your own research and practice due diligence when selecting suppliers for your specific business needs.

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SUPPLIER CHECK

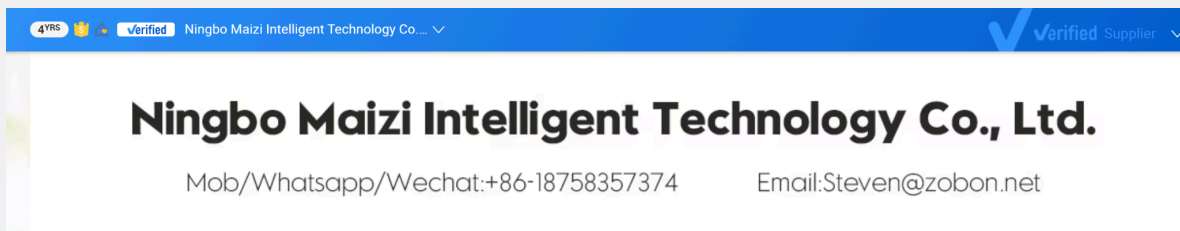
TEMPERATURE CONTROL TRAVEL MUG



We have performed a thorough review of suppliers on Alibaba, and we've chosen one that seems to be the most suitable.

WHY WE CHOSE THIS SUPPLIER


1. **This is a verified supplier.** The “Verified” tag means that the supplier has been reviewed and verified as a legally registered business by a third-party agency. This supplier has passed Alibaba's On-Site Check, and has also earned an four-year “Multispecialty supplier” badge.



Multispecialty supplier: For buyers seeking low MOQs and high product variety, multispecialty suppliers offer low MOQ customization, end-to-end logistics solutions, and multi-category procurement, backed by their rich industry and service experience, and strong understanding of emerging product trends.

Ningbo Maizi Intelligent Technology Co., Ltd. was established on April 19, 2017, and has since accumulated over eight years of experience in both exporting and the intelligent technology industry. The company primarily serves North America (65%), Southeast Asia (10%), and Oceania (10%), catering to retailers, engineers, wholesalers, brand businesses, manufacturers, and private consumers. Ningbo Maizi offers comprehensive quality control, including full product inspections, random checks, and traceability of raw materials. Quality assurance is integrated across all production lines, supported by a team of three dedicated QA/QC inspectors.

2. **This company also has a ‘Trade Assurance’ mark,** which will protect your Alibaba.com order from unscrupulous suppliers.

Alibaba.com protects all your orders placed and paid on the platform with  Trade Assurance

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3. This supplier demonstrates strong quality control:

Product Support traceability of raw materials
Yes

Product inspection method
Inspection of all products, Random inspection

Quality control conducted on all production lines
Yes

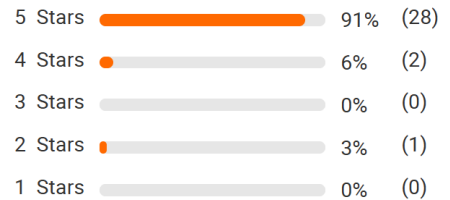
QA/QC inspectors
3

4. This supplier has received reviews and positive ratings.

4.7/5 Satisfied
 28 Reviews

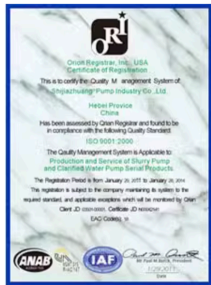
Supplier Service	★★★★★	4.8	Satisfied
On-time Shipment	★★★★★	4.7	Satisfied
Product Quality	★★★★★	4.8	Satisfied

Product Quality



5. This company is not listed on the supplierblacklist.com website as a blacklisted supplier.

6. This supplier has the necessary certifications.



7. They have a strong store rating, a reliable on-time delivery rate, and a good response time.

≤3h average response time

90.9% on-time delivery rate

In checking that this supplier is diligent, we have also contacted them. What we liked about them is that they answered our questions clearly and quickly, and provided us with detailed information.

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MORE DETAILS

PRODUCT CHARACTERISTICS

Place of Origin	Zhejiang, China
Usage	Coffee, Tea, Beer, Water
Material	Stainless Steel
Function	Keeping Drink Hot Cold
Capacity	380ML, 500ML
Logo	Customized Logo Acceptable
Packing	White Box
Single package size	10X10X10 cm
Single gross weight	1 KG

Main markets



MOQ (Minimum Order Quantity) For Product Customization: 300 pieces

CUSTOMIZATION:

- For the Temperature Control Travel Mug, logo customization is available for orders starting at 300 pieces, using methods such as laser engraving, pad printing, or screen printing, depending on the material and design requirements.
- Custom colors for the mug body can be provided for orders of 1,000 pieces or more.

PRODUCT PRICE:

For a batch of 550 pieces, this supplier offers an **excellent price of \$2.10/piece**. If you choose to order additional items, the price per piece might be lower, resulting in a higher margin and ROI.

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PRODUCT SHIPPING:

- The supplier is offering a price of around **\$1,115** to ship a batch of **550 pieces**. Please keep in mind that this price is only intended for reference purposes and is based on delivery to the Amazon warehouse located at 5750 Mesmer Ave, Ste D, Culver City, CA 90230, United States.
- The exact shipping costs depend on the specific destination and type of freight. It is possible to find a different shipping service that will deliver a given number of sets at a lower price, in which case you'll only need to negotiate with the supplier about manufacturing.

MANUFACTURING TIME:

The manufacturing process typically takes **15 days**.

SHIPPING TIME:

- The shipping process by **sea + express delivery takes about 30 days once the vessel departs**.
- You can also order partial shipments, if necessary.

SAMPLE ORDERING:

A sample of this product costs **\$10.00/piece (shipping not included)**.

As part of this service, we will introduce you to a supplier via email or messenger if you prefer. When you're ready to contact them, please let us know by sending an email to support@amzscout.net.

Be sure to include your name, the same email address you used when submitting your product survey, and your preferred mode of communication with the manufacturer.

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LISTING CREATION REPORT



HOW WE DID IT.....	1
WHY DID WE SELECT THIS KEYWORD?.....	2
LIST OF KEYWORDS TO BE USED:.....	2
TITLE.....	4
BULLETS.....	4
DESCRIPTION.....	5
BACKEND KEYWORDS.....	6

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HOW WE DID IT

Explanations you need to understand in order to get the most value from this report:

An Amazon “listing” is a product page on Amazon's website that displays information about a product. A listing usually consists of a title, product description, images, price, and reviews. This information helps customers find a product and learn more about it.

“Listing optimization” is very important, as it allows sellers to improve a product’s visibility and ranking in Amazon search results, which means higher sales and revenues. Another goal of listing optimization is to make the product more attractive to potential customers, which can lead to more clicks, higher sales, and better reviews.

SEO optimization of an Amazon listing includes the following steps:

- **Keyword research.** In this step, we collect all relevant keywords from Amazon search results pages and competitor listings, using AMZScout tools.
- **Selecting the main keywords for promotion.** During this step, we select the most effective main keyword for the listing. We consider the difficulty of promotion for every keyword, and choose the most optimal one in terms of the volume of requests and the level of competition.
- **Creating SEO optimized texts for a listing.** This includes writing a title, bullets, and a description of the product. It is very crucial to include the right keywords in each of these parts of the listing. It’s also important that the title, bullets, and product description are not too long. All text must be attractive to customers, informative, and follow best practices for Amazon SEO.
- **Adding a list of backend keywords.** There should be no keyword repetitions.

All listing elements need to meet strict Amazon requirements.

Listing optimization is not a process that just occurs once. Any effective optimized listing and its keywords have to be reviewed and updated periodically. Here are some reasons why:

- As you generate more sales and reviews, the listing has more chances to rank higher using additional high-competition keywords (those that lead to higher sales and have higher search volumes).
- Changing your listing’s title, text, and images may improve conversion, which is why it’s a good idea to test out different options.
- As new competitors or products emerge, this can influence buyers’ behavior, expectations, and search terms, which may affect your listing rank and conversion rate over time.

The search volume for selected keywords can also change over time.

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MAIN KEYWORD FOR PROMOTION

temperature-controlled mug



WHY DID WE SELECT THIS KEYWORD?

- **This keyword is relevant to the product.**
- **This keyword has a high search volume.** It generates over 10,000 searches/month, which is the highest number of searches among relevant keywords.
- **This keyword is also not very competitive.** Both the average sales in the niche “temperature-controlled mug” and the average number of reviews aren’t high, so despite the fairly high number of sellers in this niche, this keyword is optimal in terms of competition. At the same time, other popular keywords (such as “vacuum sealed travel cup” and “smart cup”) have lower numbers of searches and higher competition, where the number of search results on Amazon is 10,00 and more.

LIST OF KEYWORDS TO BE USED:

Amazon Search Keyword	Est. Monthly Search Volume	Used for
temperature-controlled mug	10,000	Main keyword
vacuum sealed travel cup	9,880	Bullets
heated mugs rechargeable	6,110	Bullets*, Description
smart cup	5,400	Bullets, Description
heated coffee mug	3,600	Title, Bullets

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Amazon Search Keyword	Est. Monthly Search Volume	Used for
coffee travel mug	2,900	Bullets, Description
coffee mug warmer	2,900	Bullets, Description
heating cup	1,900	Bullets
insulated travel mug	1,600	Title, Bullets
smart mug	1,600	Description
usb cup warmer	1,500	Title, Description
heated travel mug	480	Title, Description
rechargeable coffee mug	260	Description
tea heater mug	230	Description
temperature control smart mug	140	Description

For this list of keywords, we used the most popular niche keywords as well as keywords for following products that are popular and/or fast-growing: **B0D12ZV98J**, **B0B6JTX6NB**, **B0DD8NS6IS**, and **B0CGMDWT8C**.

In addition to the most popular keywords, we have also considered the following words from “long tail” keywords in order to increase the likelihood that the product will be included among a wider list of requests, and is therefore likely to collect more traffic. The list of backend keywords includes words related to relevant characteristics of such temperature controlled mugs, as well as some keywords in Spanish.

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TITLE

Smart Temperature-Controlled Mug – Rechargeable Heated Coffee Mug with Display – USB Cup Warmer & Tea Heater – Vacuum Sealed Insulated Travel Mug – Heated Travel Mug for Home & Office

BULLETS

- **Perfect Temperature Control:** This temperature-controlled mug keeps drinks hot at 131°F—the ideal temp for taste and aroma. Enjoy hot coffee for up to 90 minutes!
- **Smart Display & Easy Reading:** Our smart cup displays real-time temperature (°F/°C) and battery life, so you always know how hot your hot the contents of your mug are.
- **Simple to Use On the Go:** Press and hold to start! This coffee travel mug is easy to use, with one-button control. Great for busy mornings and travel.
- **Long Battery + Fast Charging:** This heated rechargeable mug lasts up to 90 minutes unplugged. It can also be charged using the magnetic cable to keep the cup hot throughout the day.
- **Great Gift for Coffee Lovers:** Give the gift of hot coffee! This vacuum sealed travel cup and coffee mug warmer in one is the perfect insulated travel mug for any occasion.

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DESCRIPTION

Enjoy your coffee or tea at the perfect temperature with this smart temperature-controlled mug. It's designed to keep drinks heated at 131°F, bringing out the optimal flavor and aroma. Whether you're at home, at the office, or on the road, this heated travel mug keeps your favorite drink warm for up to 90 minutes.

Why You'll Love Our Smart Cup:

- Keeps drinks hot at 131°F for the perfect sip
- Features a USB-powered cup warmer + fast-charging magnetic cable
- Heated mug is rechargeable and easy to carry
- Includes smart mug display with temp and battery info
- Makes a great gift idea for coffee or tea lovers

This rechargeable coffee mug is easy to use—just press and hold the button to turn it on. The smart display shows the temperature in both Fahrenheit and Celsius, along with the cup's remaining battery life. This item is a perfect choice for busy mornings or work-from-home days. Charge the cup quickly with the included USB cup-warmer cable and enjoy a hot beverage at your desk all day.

With its vacuum-sealed, insulated design, this coffee travel mug prevents spills and keeps drinks hot and fresh. Use it as a heated coffee or tea mug daily coffee mug warmer. This item is ideal for any hot drink lover who wants to enjoy their beverage on the go.

Looking for a unique and practical gift? This temperature control smart mug is a must-have for coffee and tea fans. Stylish, functional, and built for daily use, it's a gift they'll truly enjoy.

BACKEND KEYWORDS

wireless cordless thermal cooler auto digital taza inteligente termos

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A+ CONTENT

- A+ Content is an enhanced product description tool available to Brand Registered sellers on Amazon. It allows sellers to present their product visually and structurally with the use of images, comparison blocks, and expanded text sections.
- The primary goal of A+ Content is not keyword indexing, but rather conversion optimization. While keywords are indexed throughout the title, bullets, description, and backend search terms, A+ Content focuses on helping shoppers gain a clearer understanding of the product, its functionality, and its value, compared to alternatives.

What Is the Purpose of A+ Content

The main purpose of A+ Content is **conversion optimization**, not keyword indexing.

Unlike titles, bullets, and backend search terms, A+ Content does not play a primary role in Amazon SEO. Instead, it focuses on:

- Explaining how the product works
- Highlighting key features and benefits in a visually appealing format
- Differentiating the product from similar competitors
- Reducing customer doubts and unanswered questions

Properly structured A+ Content helps turn listing traffic into sales.

MODULES YOU'VE SELECTED:

1. Standard Company Logo
2. Standard Image Header with Text
3. Standard Four-Image and Text
4. Standard Single-Image and Highlights

Other specific criteria:

- Photo: One product photo in medium quality
- Color palette: Dark green + black
- Theme: Dark
- Style: Minimalistic
- Special requests: None

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BEFORE & AFTER

Before

- ✗ Text-heavy product description
- ✗ No brand story or emotional hook
- ✗ Low engagement and weak trust signals
- ✗ Hard for shoppers to quickly understand value of product

After

- ✓ Visual modules that guide the buyer's journey
- ✓ Clear brand story that builds trust
- ✓ Benefits-first messaging, not just features
- ✓ Lifestyle imagery that shows real-world use

What the client had: One basic product image and a standard text description that failed to capture attention.

Product information

Item details	▼	Style	▼
Features & Specs	▲	Materials & Care	▼
Other Special Features of the Product	Heated Coffee Mug, Magnetic Charging Cable	Measurements	▲
Warranty & Support		Capacity	13.5 Fluid Ounces
Product Warranty: For warranty information about this product, please click here		Unit Count	1.0 Count
Feedback		Item Weight	1.18 Pounds
Would you like to tell us about a lower price? ▼		Item Dimensions W x H	3.25"W x 7.75"H
		Number of Items	1

Product Description

The New and Improved SmrtMugg Go v2 is a heated travel mug for people on the go. It's simplistic design is great for what it's designed for, keeping your coffee at the perfect, drinkable temperature. It's designed to keep your coffee in the "Goldilocks Zone" of temperature, where your coffee tastes the best. It's designed to quickly cool hot coffee, and then keep it in this perfect, drinkable temperature zone of approx. 131°F (55°C) for about 90 minutes, plenty of time to finish your drink and enjoy every sip. The SmrtMugg Go is our most straightforward product ever. It's got 1 button. Hold it down to turn on the heat. It will keep your coffee at 131°F (55°C). Hold it down again to turn the mug off. Tap the button once to display current temperature inside the mug in Celsius. Tap again to display current temperature in Fahrenheit. And tap the button a third time to display remaining battery life. From a full charge it will keep your coffee at the perfect drinking temperature for at least 90 minutes. With other mugs, the quality of each sip diminishes, as each sip is always a little colder than the last. This is no longer an issue with the SmrtMugg Go as each sip will be at the ideal drinking temperature. The SmrtMugg Go is also capable of keeping your drink warm all day during desktop use, if you start with a full charge and keep the magnetic power cord attached. The SmrtMugg Go is easy to clean (hand wash only) and once it's clean and dried, simply pop the innovative magnetic charging cord onto the mug and it'll be ready to use again in no time. The SmrtMugg Go is designed to be super simple, yet ultra-reliable. It's also one of the most affordable battery powered heated mugs on the market. We hope you enjoy your SmrtMugg Go. Great Coffee at the Perfect Temperature for a wonderful way to start your day!

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What the client got:

MODULE 1 — BRAND STORY FOR Temperature-Controlled Mug

(Standard Image Header with Text)



We create travel gear that fits your fast-paced, eco-conscious lifestyle, without compromising on quality or design.

MODULE 2 — MULTI-PURPOSE USE

(Standard Image with Text Overlay)



Relax and Enjoy Travel or Business

Experience next-level convenience with our temperature-control travel mug. It's sleek, durable, and designed to match your pace, whether you're commuting or exploring.

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MODULE 3 — WHAT MAKES IT SMART

(Standard Four Image & Text Module)



Holds Heat for 11 Hours

Enjoy your coffee at the perfect temperature all day.



Spill-Proof Design

BPA-free lid ensures no leaks or messes.



Easy to Clean

Smooth interior surface for quick and simple cleaning



Eco-Friendly Choice

Made from sustainable, reusable stainless steel

MODULE 4 — KEY BENEFITS

(Standard Single Image with Highlights)



- Smart temperature control for personalized preference
- Stainless steel construction for long-lasting performance
- Fits in most car cup holders
- Ideal for travel, work, or the gym
- Clean, modern design that matches your lifestyle

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