



2022



CUSTOMIZED SOLUTIONS

ENTER THE WORLD OF THE ADVERTISING GIFT

which has won the hearts of thousands of marketers and millions of users all over the world. In this catalogue, an advertising mug will present you with simplicity of use combined with unlimited range of modifications to you. While navigating through our catalogue you will explore an array of possibilities and find answers to the needs of your target groups.



Out of concern for the environment, this catalogue has been produced entirely from recycled material confirmed by the certificate below.



TABLE OF CONTENTS

4	You will learn the statistics which confirm THE EFFECTIVENESS OF A MUG AS AN ADVERTISING TOOL.	6	You will find evidence for SAFETY, HIGH QUALITY AND DURABILITY of our products, based on research and tests.
7	You will find out why and how you can COMPLETE YOUR ORDERS QUICKLY.	8	You will discover the possibilities that you can offer to your Client with COLOUR CUSTOMISATION.
10	You will go through a brief review of CUSTOMISATION WITH DECORATIONS.	14	You will find the UNIQUE DESIGN of our proprietary shapes.
16	You will learn about NEW PRODUCTS FOR 2022.	18	You will refresh your knowledge about the most desirable, BESTSELLING PRODUCTS on the market.
20	You will understand the phenomenon of the 2GO MUGS and see the broad spectrum of possibilities regarding the mugs branding.	22	You will feel the uniqueness of MATT GLAZE SURFACES and discover their advertising potential.
24	You will find an overview of EUROPEAN PRODUCTS.	26	You will experience the unlimited possibilities of SUBLIMATION PRODUCTS.
28	You will move on to the segment dedicated to CUPS AND SETS	30	You will have a look at the latest COLLECTION OF GLASS offered by Porcelaine by Maxim.
32	You will explore the cosmic collection of thermal mugs from the GALAXY COLLECTION series and discover the broad range of technological possibilities.	36	You will find inspirations for CUSTOMISATION OF PACKAGING according to customer preferences.

Usefulness is the most important feature of an effective advertising gift.



77%

of consumers declared that they would **keep a promotional article** because of its functional qualities



In numerous studies, a mug stands on **the podium of the most desired advertising gifts.**

Because of its usefulness and susceptibility to visual modifications, the mug has become one of **the favourite and most frequently selected products** by marketers worldwide.



59%

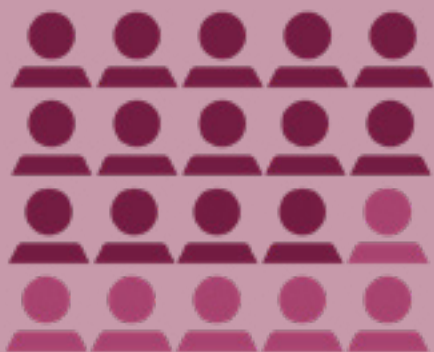
of decision-makers opted for the **functional** aspect of the mug



79%

appreciated its **economic value.**

Extremely durable product customisation technologies guarantee the **continuity of the marketing message** during the use of an advertising product.



70%

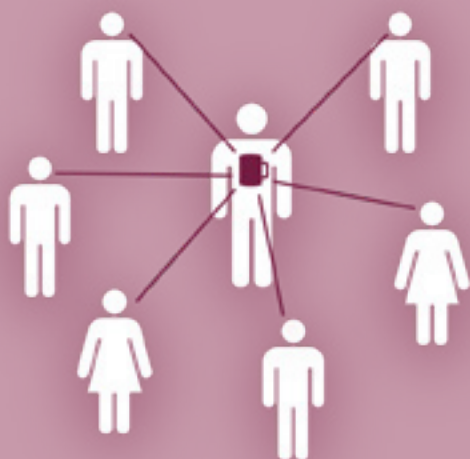
of respondents declare that they will make a **transaction** with the advertiser after receiving a mug (or glass).



87%

of the people who received a gift could quickly and properly **identify the brand** of the gift. This is also reflected in purchasing decisions.

A mug is an **inclusive and universal** advertising gift. It will prove its value even with the most precise and specific target groups.



One important element of the marketing industry is the presence of a mug in social interaction. It is frequently a participant of meetings, talks and visits. The message placed on the mug not only reaches its direct user, but also **attracts the attention** of bystanders.

A personal advertising gift creates an **emotional bond** between the user and the brand. Using the mug is connected to the pleasure of drinking your favourite coffee or tea, which builds positive associations with the brand.



With the increase in ecological awareness in the society, the mug - especially the 2Go version - has become a **symbol of the Zero Waste and Ecofriendly lifestyles**. Reusability, durability and ease of maintaining hygiene - these are the features owing to which the porcelain mug replaces its disposable competitors.

Sources:

- Advertising Specialty Institute ®
- BPMA British Promotional Merchandise Association
- DIMA Dima Marktforschung

GUARANTEE OF SAFETY

For 24 years Maxim Ceramics has been committed to the highest **standards of quality and safety**.

We owe our established position on the market to our qualified staff, continuous improvement of technological processes and regular analysis of market needs.

Owing to the fact that we pay so much attention to the above-mentioned issues, we have been a **solid business partner** for many advertising agencies all over Europe.

The products we offer along with the technologies used meet a number of standards related to durability and safety of use which has been confirmed by numerous tests by recognised institutions such as Intertek.



Our decorations undergo various durability tests. The tests are carried out by international research centres.



In response to the non-standard inquiries from our clients, we arrange individual tests of our products in order to meet market expectations to the maximum.





FAST ORDER PROCESSING

One of the most important factors which determines a purchase is the short order processing time. Despite complicated technological processes, we guarantee a number of facilitations that support fast order processing.



A large machine park with high throughput.
Over 25 000 mugs produced daily.



Probably highest warehouse stocks of advertising ceramics in Europe.
Almost 5 million ceramic and porcelain products.



Two fast order processing modes.
Last Minute – 5 working days
Fast Track – 48h.



**A dedicated sales assistant
for an advertising agency.**



COLORING OPTIONS



External coloring
(Basecolor, Hydrocolor, Multicolor)



Internal coloring
(Basecolor, Multicolor)



External and internal coloring
with the same colour



External and internal coloring
in different colours



Internal coloring (Multicolor, Basecolor)
and handle coloring (Hydrocolor)



External coloring with a lowered rim
(Hydrocolor)

Colour customisation

Everyone makes sure their brand communication is consistent. We know that an effective advertising gift should match the brand colours. This is why, we offer our proprietary product coloring methods which allow for the full customisation. **The possibility of using a selected pantone colour is available from 24 pieces.**

Examples of implementation



Multicolor with Sensitive
Touch Color Plus



Hydrocolor with Xpression
- Organic Transfer Print



Hydrocolor with Xpression
- Organic Transfer Print

COLORING EFFECT



Coloring with a glossy effect
(Basecolor, Hydrocolor, Multicolor)



Coloring with a matt effect
(Hydrocolor)



Coloring with the Soft Touch
effect
(Hydrocolor)



Coloring with a neon effect
(Hydrocolor)



Coloring with a metallic effect
(Hydrocolor)



Coloring with a mirror effect
(Hydrocolor)

Examples of implementation



Hydrocolor with Sensitive
Touch Monolith



Hydrocolor
with Sensitive Touch



Coloring with a tonal
transition effect - Ombre

Customisation with decorations

There are a number of different ways to get your brand message across. Choose the right technique and surprise your client with rich colors, unique appearance and unparalleled durability of decorations. **All this is available starting from 24 pieces.**

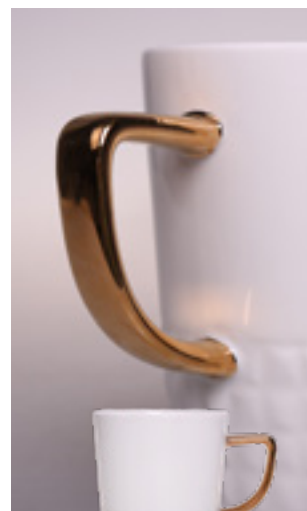
MANUAL DECORATION EFFECT



Handmade
- painting of the rim

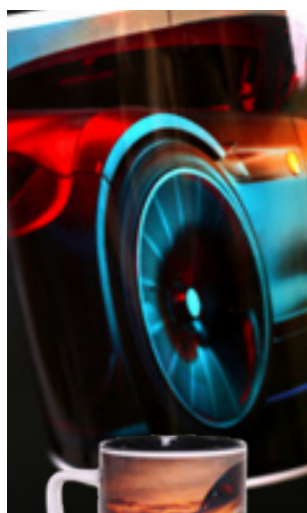


Handmade
- painting of the rim



Handmade
- painting of the handle

PHOTOGRAPHIC EFFECT



Art Print
- sublimation



Art Print
- sublimation



Art Print
- sublimation

THREE-DIMENSIONAL EFFECT



Sensitive Touch
- sandblasting



Sensitive Touch Color Plus
- sandblasting with colour filling



Sensitive Touch Color Plus
- sandblasting with partial
colour filling

PERSONALISATION EFFECT



Hydrocolor
with Sensitive Touch



Transfer Print



Transfer Print
- Gold print

Pantone colour matching effect



Xpression - Organic Transfer Print

Engraving effect



Laser Engraving

Metallic effect



Silver print / Matt silver print

Gold print / Matt gold print

CREATIVE POSITIONING



Print on the inside wall



Print on the bottom inside



Print on the bottom outside



Print going through the rim



Print connected under the handle



Print on the handle

UNIQUE DESIGN

For any brand, standing out is everything. Where to start?

Choose a unique shape, which will help you attract the attention of clients and fully express the exceptionality of your brand.

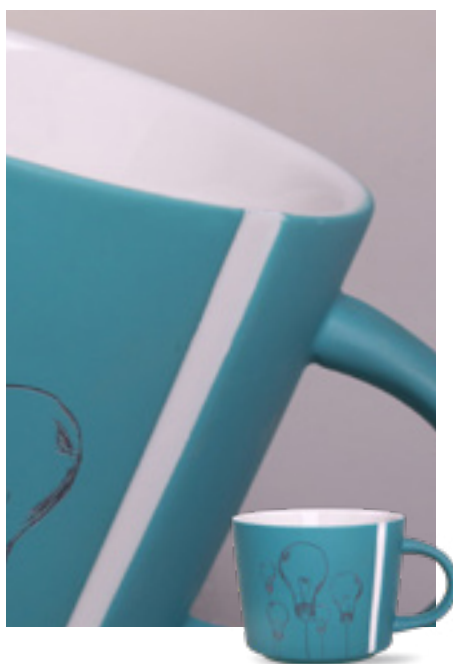


STAR



Diamond

Hydrocolor matt
Sensitive Touch Color Plus
Xpression - Organic Transfer Print



























Lucas

Hydrocolor matt
Xpression - Organic Transfer Print



Freedom Excellence Lock
Transfer Print

<p>Barrel</p>  <p>250 ml</p>	<p>Colorado</p>  <p>350 ml</p>	<p>Diamond</p>  <p>350 ml</p>	<p>Diamond Medium</p>  <p>280 ml</p>
<p>Edge</p>  <p>280 ml</p>	<p>Elephant</p>  <p>300 ml</p>	<p>Ergo</p>  <p>280 ml</p>	<p>Freedom Excellence Classic</p>  <p>270 ml</p>
<p>Freedom Excellence Lock</p>  <p>270 ml</p>	<p>Jasmine</p>  <p>400 ml</p>	<p>Lucas</p>  <p>75 ml / 200 ml / 350 ml</p>	<p>Lucas Lunch Set</p>  <p>350 ml</p>
<p>Modern</p>  <p>350 ml</p>	<p>Open</p>  <p>270 ml</p>	<p>Prim</p>  <p>250 ml</p>	<p>Star</p>  <p>280 ml</p>
<p>Speedy</p>  <p>270 ml</p>	<p>Swan</p>  <p>250 ml</p>	<p>Dream Set</p>  <p>150 ml</p>	<p>Lucas Coffee Set</p>  <p>200 ml</p>
<p>Lucas Espresso Set</p>  <p>75 ml</p>	<p>Space Set</p>  <p>160 ml</p>	<p>Swan Set</p>  <p>150 ml</p>	<p>Wind Set</p>  <p>170 ml</p>

NOVELTIES 2021 - 2022

Looking for new ideas that will help you build an effective marketing campaign for your brand?

Check out the suggestions which will fit in with latest trends and market expectations. Surprise your client with a unique shape, color combination or sensuality of a matt surface.



BERG



Berg

Handy EU

Aurora Set

180 ml

60 ml

20
21

Americano Small Duo



Americano Small Pure



Barrel



Barrel Pure



Barrel Supreme



Diamond Medium



Loft Pure



Loft Supreme



Lucas Espresso Set



Tommy Art



Tommy Classic



Tommy Duo



Venezia Coffee Set



Berg



Handy EU



Aurora Set



Brisk



Gordon



Harmony



Spring



Top



20
22



Other available color versions of the product.
Check them out at www.maxim.com.pl

See also pages 32 - 33

























GALAXY
COLLECTION

BESTSELLERS

Looking for proven solutions?

Choose a product from the group of the most popular models that provide the assurance of quality and marketing effectiveness.



<p>Americano EU</p>  <p>450 ml</p>	<p>Americano Duo</p>  <p>450 ml</p>	<p>Decor</p>  <p>360 ml</p>	<p>Easy</p>  <p>300 ml</p>
<p>Fresh</p>  <p>300 ml</p>	<p>Geo</p>  <p>400 ml</p>	<p>Grand</p>  <p>450 ml</p>	<p>Handy</p>  <p>300 ml</p>
<p>Handy Pure</p>  <p>300 ml</p>	<p>Handy Supreme</p>  <p>300 ml</p>	<p>Ilona</p>  <p>300 ml</p>	<p>Joy</p>  <p>250 ml</p>
<p>Manhattan</p>  <p>330 ml</p>	<p>Mini Specta</p>  <p>280 ml</p>	<p>Modern</p>  <p>350 ml</p>	<p>Snow Queen</p>  <p>300 ml</p>
<p>Star</p>  <p>280 ml</p>	<p>Tomek Classic</p>  <p>300 ml</p>	<p>Tommy Classic</p>  <p>310 ml</p>	<p>Tommy Duo</p>  <p>310 ml</p>
<p>Coffee 2 Go</p>  <p>350 ml</p>	<p>Freedom Classic</p>  <p>300 ml</p>	<p>Diana Set</p>  <p>180 ml</p>	<p>Sonata Set</p>  <p>220 ml</p>

M U G S

2Go

This is the group of products which has won the hearts of many users. The mobile nature of the mugs is in line with the current lifestyle of society. If environmental care is in the DNA of your brand, products from the 2 Go line will be a good way to emphasise your pro-ecological values.



Freedom Excellence Lock
Transfer Print



Coffee 2 Go Lock
Hydrocolor
Xpression - Organic Transfer Print



Freedom Lock
Hydrocolor Ombre
Sensitive Touch

Coffee 2 Go Classic



350 ml

Coffee 2 Go Lock



350 ml

Coffee 2 Go Trend



350 ml

Play&Go



320 ml

Freedom Classic



300 ml

Freedom Lock



300 ml

Freedom Excellence Classic



270 ml

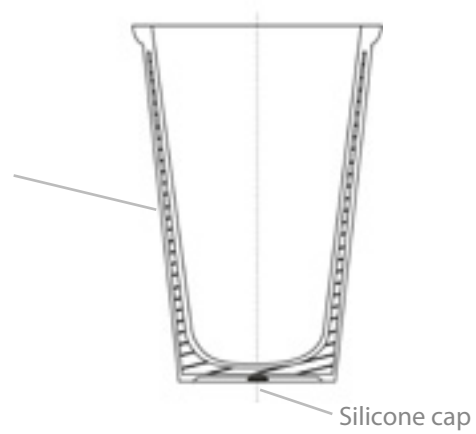
Freedom Excellence Lock



270 ml

Outline of the double-walled Freedom family mug:

Insulating structure with double walls



Lids CLASSIC



Lids LOCK



Lid
TREND



Lids
PLAY&GO



Bands



Band for version:
Classic, Lock, Trend



size:

2 cm



4 cm



design: vertical



horizontal



M A T T SURFACES

Wondering how to create an eye-catching gift?

Choose a satin surface to
give your mug a unique
character and help
strengthen your advertising
message.



Handy Pure
Transfer Print



Handy Supreme
Xpression - Organic Transfer Print



Modern
Direct Print

WHITE MATT

Americano Small Pure



Americano Pure



Barrel Pure



Handy Pure



Loft Pure



Modern



Prim



BLACK MATT

Barrel Supreme



Grand



Loft Supreme



Handy Supreme



Tomek Supreme



GREY MATT

Fresh Cool



Handy Cool



EUROPEAN PRODUCTS

Does the brand promoted by you rely on gifts of European origin?

By choosing products from this group you pursue the objectives of the company strategy. Also, remember that our technology allows your mug to be colored in any Pantone color.



Manhattan Coffee Set



Venezia Coffee Set



Victor Coffee Set



Americano EU



450 ml

Berg



400 ml

Coffee 2 Go Classic



350 ml

Coffee 2 Go Lock



350 ml

Coffee 2 Go Trend



350 ml

Costa



200 ml

Freddo



300 ml

Freddo Plus



300 ml

Handy EU



300 ml

Mambo



350 ml

Manhattan



280 ml / 330 ml

Manhattan
Lunch Set

280 ml / 330 ml

Mozart



300 ml

Noble



90 ml / 260 ml / 360 ml

Parisian



330 ml

Roxy



330 ml

Tango



280 ml

Torino



280 ml

Victor



240 ml

Aurora Set



60 ml / 180 ml

Manhattan Set



90 ml / 200 ml

Princess Set



80 ml / 180 ml

Venezia Set



70 ml / 150 ml / 200 ml

Venus Set



80 ml / 130 ml / 200 ml



See also pages 30 - 31

SUBLIMATION MUGS

You refuse to accept any compromises?

By choosing Art Print products you can be sure that your print will surprise with its reality. Additionally, the Magic Mug option will create an advertising WOW effect.



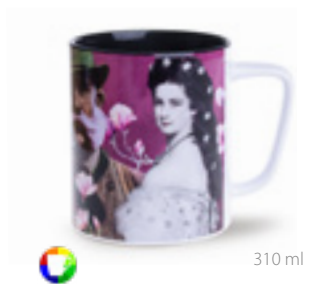
Art Print effect



Tommy Art

ART PRINT MUGS

Tommy Art



Latte Art



Tomek Art



Tomek Art Duo



Tomek Big Art



MAGIC MUGS

Latte Magic Matt



Tomek Magic



Tomek Magic Matt



Magic Logo Plus effect



Other available color versions of the product. Check them out at www.maxim.com.pl

C U P S a n d s e t s

Looking for a professional cup?

Or maybe you want to complete a sophisticated set for serving coffee or tea? In this group you can certainly count on variety of designs and applications.



Venus Set

Aurora Set



60 ml / 180 ml

Diana Set



180 ml

Dream Set



150 ml

Fantasy Set



150 ml

Lucas Coffee Set



200 ml

Lucas Espresso Set



75 ml

Ole Set



100 ml / 180 ml / 200 ml

Opty Set



200 ml

Princess Set



80 ml / 180 ml

Sonata Set



220 ml

Space Set



160 ml

Venus Set



80 ml / 130 ml / 200 ml



SETS

Manhattan Coffee Set



Venezia Coffee Set



Swan Coffee Set



Victor Coffee Set



Wind Coffee Set

Other available color versions of the product. Check them out at www.maxim.com.pl

GLASS PRODUCTS

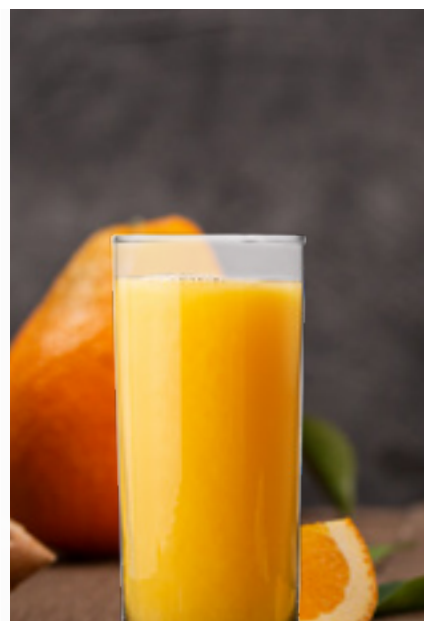
**You brand requires
a functional gift made
of high quality glass?**
Choose a product that
matches the preferences of
your target group and thus
increase the effectiveness of
the advertising gift.



Virgo



Clara



Tina

Bell



350 ml

Boston EU



260 ml

Brisk EU



430 ml

Clara EU



70 ml

Denver EU



500 ml

Emotion



250 ml

Gordon EU



200 ml

Harmony EU



340 ml

Impilabile EU



380 ml

Malt EU



500 ml

Max EU



340 ml

Minden EU



300 ml / 500 ml

Salzburg EU



500 ml

Sensation



220 ml

Snow Queen



300 ml

Spring EU



200 ml

Tina EU



260 ml

Tokyo EU



300 ml

Top EU



430 ml

Virgo



300 ml

Zip EU



280 ml

GALAXY

COLLECTION

Discover the endless advertising possibilities of the unique collection of thermal products. What you get in this group is uncompromising functionality as standard! A wide range of customisations is available starting

from 12 pieces



Vega
GALAXY 3D print
GALAXY 360 print



Meteor Steel
GALAXY Color Coloring
GALAXY 360 print



Orion
GALAXY 360 print

GALAXY MODELS



Mars
420 ml



Meteor
320 ml



Moon
420 ml

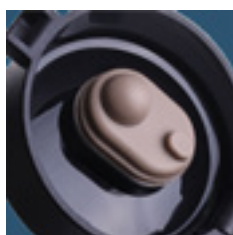


Orion
440 ml

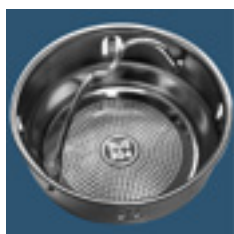


Vega
310 ml

Galaxy models suitable for Pantone coloring



Ergonomic and leak-proof covers



Practical and elegant accessories



Convenient and handy openings



Meteor Steel
320 ml



Orion Steel
440 ml

Find out more at www.galaxycollection.pl



GALAXY 360 print



3D

GALAXY 3D print



Laser engraving





GALAXY Color shiny / matt



Galaxy packaging
as standard



Packaging customisation



Find out more at www.galaxycollection.pl

PACKAGING CUSTOMISATION

Strengthen your advertising message with the consistency of branding of the product itself and the packaging. Match the functionality of packaging to the nature of your planned promotional activities.



Coffee 2 Go + P_702

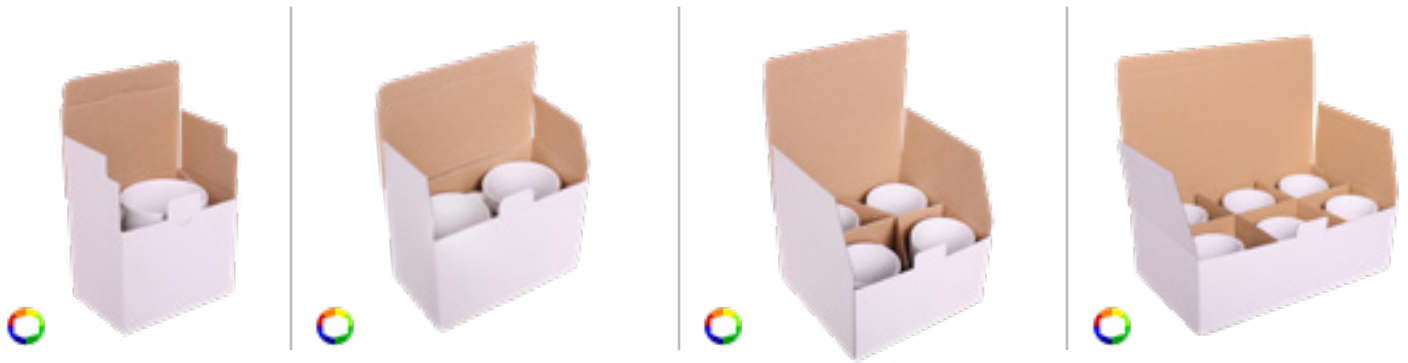


Open + P_703

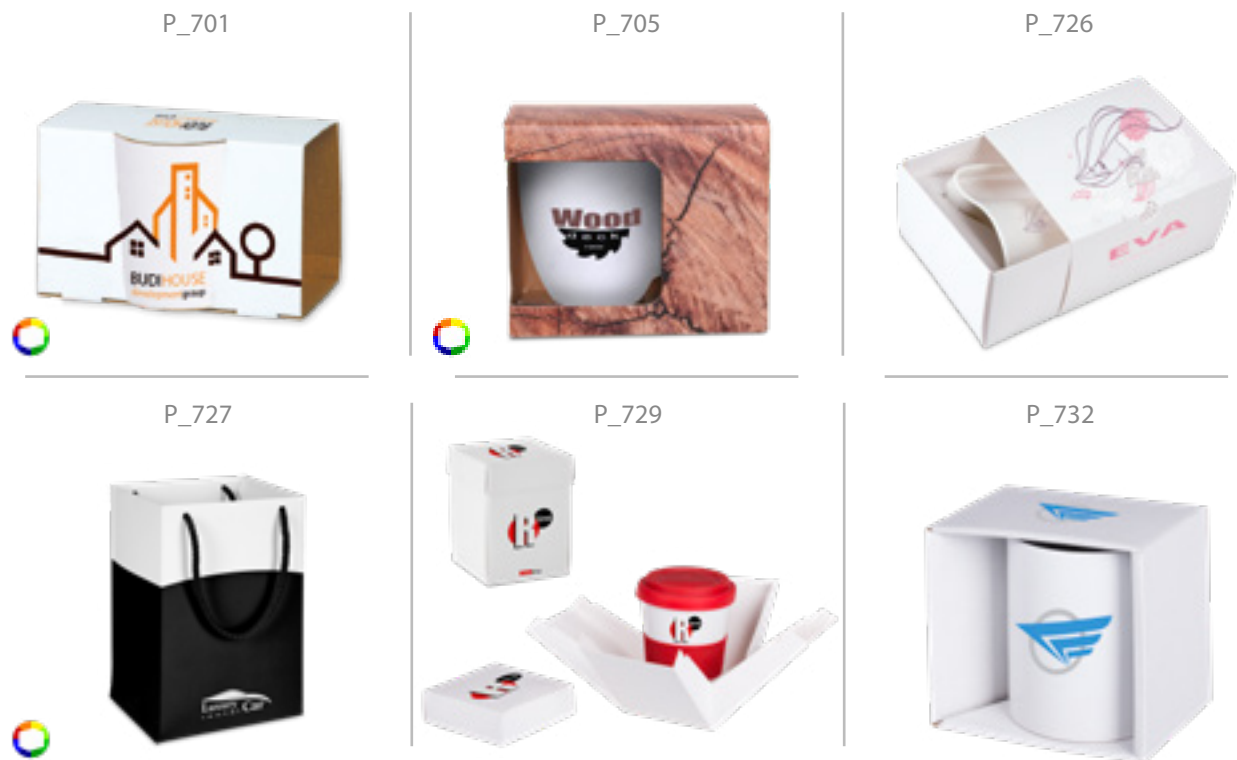


Tomek Art + P_702

Types of packaging for mugs and cups.



Examples of unit packaging with print.



SAFE BOX

Unit packaging designed for safe courier or postal delivery.



Ready for a **NEW** launch?





floral

