



NEW THERMOSERV LTD. TO SHOWCASE EVOLVED BRAND AND PRODUCTS AT THE 2018 NACS SHOW

The ThermoServ and Capitol Cups brands come together to offer more coffee and fountain drinkware value to convenience store customers.

DALLAS – October 2, 2018 - New ThermoServ Ltd. (NTL), a leading provider of domestically manufactured, innovative drinkware and dinnerware based out of Dallas, today announced that they will be unveiling a new identity and offering at the upcoming NACS Show in Las Vegas. The company acquired competitor drinkware brand Capitol Cups™ earlier this year, and are now eager to bring together their ThermoServ customizable drinkware line and Capitol Cups' advanced graphics technology and marketing program expertise. The NACS Show will be the first industry appearance of the newly combined entity.

By merging ThermoServ and Capitol Cups into a single brand, the company is evolving to better serve the convenience store and foodservice industries with high quality refillable drinkware vessels and marketing programs designed to help drive business for their customers. According to NTL President Tom Neth, "We are excited to launch a new era for our refillable drinkware division, combining the best of both ThermoServ and Capitol Cups to offer customers more value." Neth says this includes a broader product assortment, more advanced graphic capabilities, and more robust ways to support business's everyday refill programs as well as their promotional drinkware needs.

As part of the merger strategy, NTL made the decision to maintain the Capitol Cups name and brand moving forward. "The Capitol Cups brand is synonymous with where we are headed as a business," says Neth. "It represents the right combination of technology, marketing expertise and American made quality that we want to provide customers as we move forward."

At the NACS Show in Las Vegas, October 8-10th you can expect to see a transitional booth presence that encompasses both the Capitol Cups and ThermoServ brand identities. Attendees will also see the expanded product assortment that includes both ThermoServ's insulated drinkware vessels for coffee and fountain, as well as Capitol Cups' high impact graphic vessels and a selection of premium drinkware as well. All of the products are designed to be fully customizable for a customer's branding or marketing message.

For more information about NTL and Capitol Cups' presence and product offering at the 2018 NACS Show, please visit ntl-capitolcups.com.

ABOUT NTL

Established in 1956, NTL is a leading provider of innovative drinkware and tableware products that are made in America and designed for everyday living. NTL is the parent entity of product brands including ThermoServ, ProLon, MakIt and Capitol Cups. We are committed to serving as an integrated partner for businesses in the consumer and commercial markets, and we always keep the end customer's satisfaction a priority. Through product differentiation, continuous quality improvements and the highest level of service from our people, customers can rest assured that NTL will deliver the highest quality and relevant product offerings to meet the demanding needs of the market. Whether for the home or business, we stay focused on life's necessities. For more information, please visit the NTL website at ntl-brands.com

