



Dualfuel<sup>®</sup>

# Playbook

[dualfuelbottle.co.uk](http://dualfuelbottle.co.uk)



# Introduction

Fuel yourself better with Dualfuel®, the Cycling and Sports bottle that combines your choice of Hydration and Energy Gel. Whether you're taking part for fun, competing in a challenge or race, Dualfuel® allows you to fuel smarter with no sticky mess and zero littering of wrappers or Gel ends.

- Holds two standard 60ml Gels
- 550ml or 750ml bottles
- Switch easily, on the fly
- Regulate your Gel intake
- Wide neck for easy loading
- Simple to disassemble for thorough cleaning
- All component parts individually available
- PP5 recyclable plastic
- Patented British Design



# Why Dualfuel?



## Control Your Fuelling, Increase Performance

In sport we are increasingly educated about nutrition and our carbohydrate 'grams per hour' intake. Gels dominate the market as the most effective way to rapidly fuel your body. The Dualfuel bottle allows you to regulate your Gel intake, no longer having to 'bang a gel' all in one hit.



## Fuel Quicker, Smarter

At the flick of our switch, you now have Gel or liquid with a simple squeeze of the bottle. No more tearing open Gel wrappers on the go. When cycling, you are more in control of the bike can fuel faster, giving you a competitive advantage.



## No Mess, No Fuss

During your sport, Dualfuel delivers all the Gel in a clean and efficient way.

No more faffing about with Gel wrappers. No more sticky fingers or pockets.

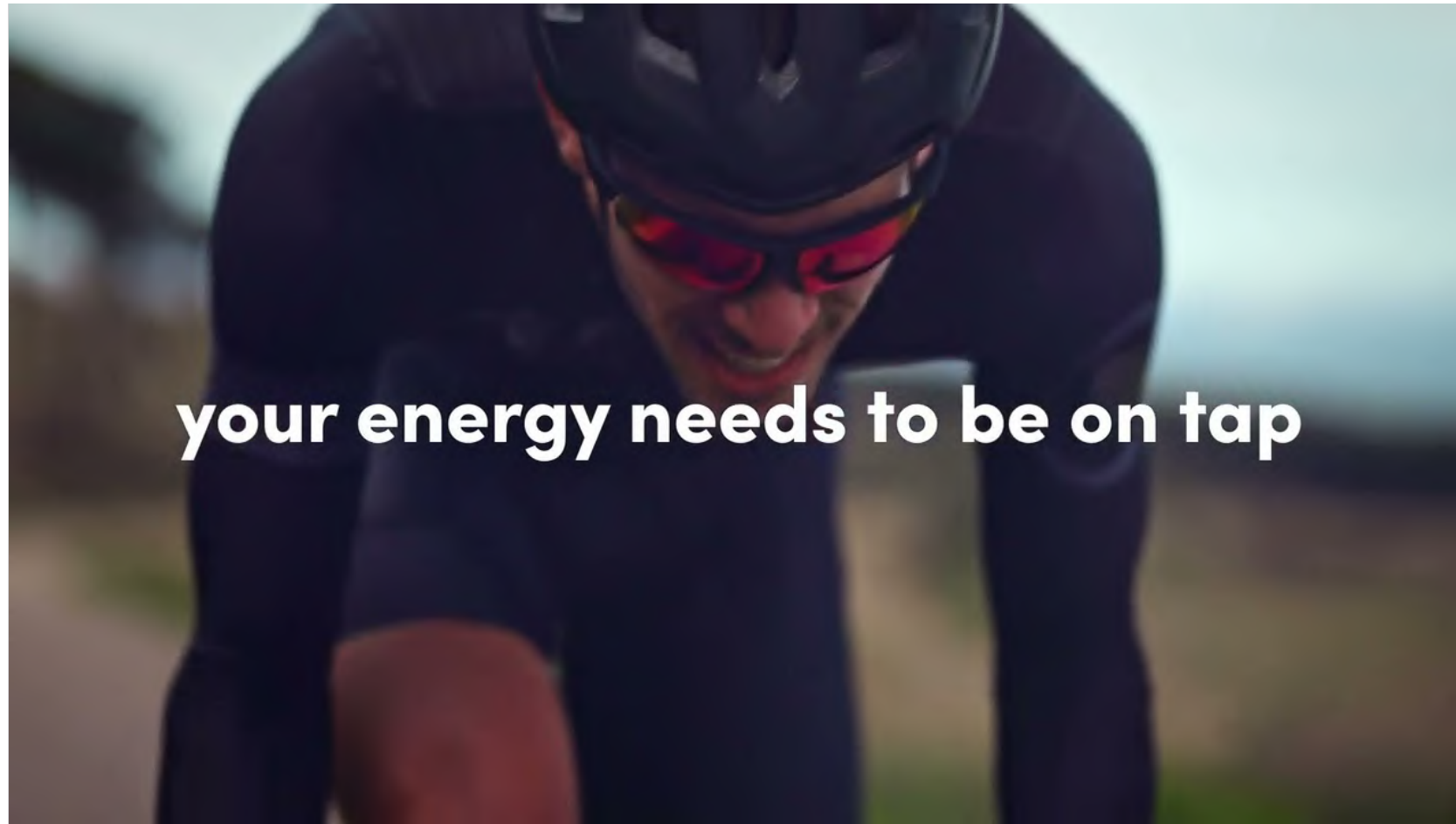


## Clean Up Your Act

**Bin the Gel wrapper at home:** now there is zero chance you'll be littering the environment.

**Go Large:** unlike single use Gels, bulk refills use less packaging and are typically recyclable, and cost you less!

# Videos



Squeezy introduction



Using the Squeezy bottle



# Sustainability: 10-Year Vision

Dualfuel is committed to sustainability and responsible brand behaviours. In partnership with Exeter University in the UK, a 10-Year plan is being developed which will establish best practices for the manufacture, distribution and the recycling of Dualfuel bottles.

01

## Circular Economy

All component parts of the bottle are replaceable, reducing waste and increasing recycling opportunities. A coordinated amnesty of regular bottles, combined with a downcycling programme, will repurpose plastic into recycled products. In production, use of Plant-based plastics and Ocean Plastics will further reduce environmental impact.

02

## Inspired

A commitment to support and align with environmental organisations such as *Trash Free Trails*, will drive education and responsibility. Strong consumer messaging around reducing Gel wrappers in the environment to inspire good practice in sports communities.

03

## Product Mileage

By scrutinising the complete product lifecycle, including distribution, there is commitment to minimise the carbon footprint of each bottle. Bringing manufacturing closer to the intended market and working with certified suppliers, will further reduce environmental impact.

04

## Opportunity

Dualfuel bottles offer a lucrative opportunity for sports nutrition brands to supply bulk Gel packs to consumers. Less packaging waste, higher profit margins and consumer brand retention are business drivers when Gel consumption is simplified using the Dualfuel bottle.



# Target Markets

Cycling	Gym	Football
Rowing	Tennis	Swimming
Running	Medical	Military

## Active People & Athletes

People need nutrition and fluids, especially when exercising. Dualfuel offers a convenient solution for all active individuals.

## Energy Gel Users

The energy gel market is growing fast and aligns perfectly with the Dualfuel bottle's innovative refuelling system.





# Size of the Market

## Energy Gels:

2014: **684.53 Million USD\***

7.6% Compound Annual Growth Rate

2034: **1,412.23 Million USD\*** (projected)

### Driving forces\*\*:

- Rising awareness of Gels
- Health and fitness awareness
- Online shopping
- Increase in sports events

Sources:

\*Coherent Market Insights

\*Future Market Insights

\*\* Ai Google search

## Sports Bottles (total):

2014: **6.21 Billion USD\***

4.2% Compound Annual Growth Rate

2031: **8.31 Billion USD\*** (projected)

### Driving forces\*\*:

- Increasing health consciousness
- Sustainability concerns around single use plastic bottles
- Technology in bottle design
- Participation growth in Sports and Fitness activities
- Marine life protection and awareness

Sources:

\*Coherent Market Insights

\*\* Ai Google search

## Sports Bottles (plastic):

40% of the Sports Bottle market is plastic bottles\*:

2014: **2.48 Billion USD\*\***

2031: **3.32 Billion USD\*\***

Source: 3.32 Billion USD

\*Coherent Market Insights

\*\*Projected based on figures by Coherent Market Insights

# Standard bottle





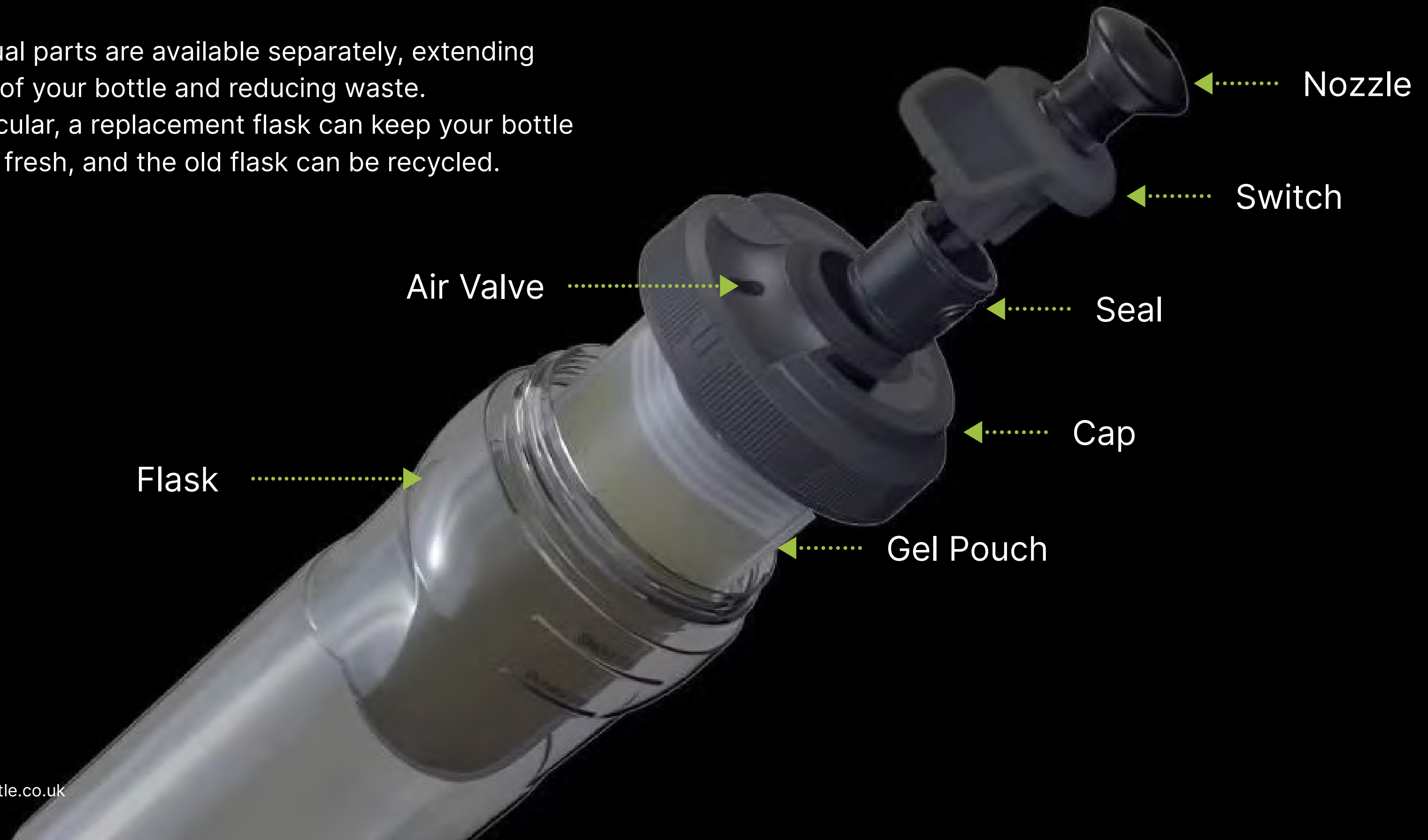
# Custom printed





# Replacement Parts

Individual parts are available separately, extending the life of your bottle and reducing waste. In particular, a replacement flask can keep your bottle looking fresh, and the old flask can be recycled.



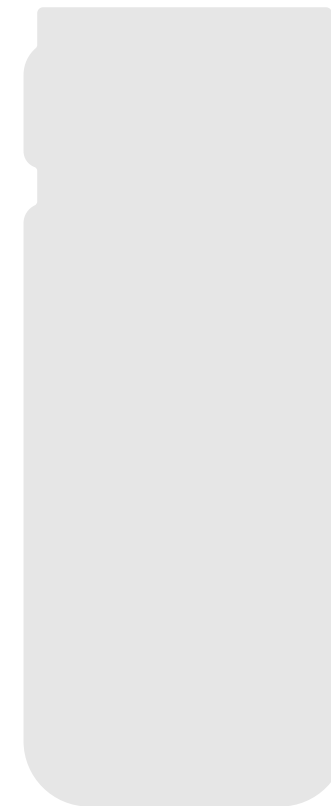
# Pricing



£24.99  
550ml



£24.99  
750ml



£8.00  
Flask only

**Style:** Original Logo  
**Logo Colour:** Black  
**Flask Colour:** Clear or Smoke  
**Cap Colour:** Black



# Recommended Retail Pricing

## Bottles

Item	Options	SRP
Bottle Complete	<b>Style:</b> Dualfuel logo <b>Print Colour:</b> Black	£24.99
Flask	<b>Style:</b> Dualfuel logo <b>Print Colour:</b> Black	£8.00

## Spares

Item	Fit Type	Colour	SRP
Gel Pouch	Screw fit	Clear	£6.00
Air Valve	Push fit	Black	£1.00
Cap	Screw fit	Black	£6.00
Seal	Push fit	Black	£2.50
Switch	Push fit	Black	£3.50
Nozzle	Push fit	Black	£1.50





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Squeeasy

Thank you —

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