

# THERMACELL®



## THERMACELL 2020



A photograph of two hikers walking away from the camera on a dirt trail in a forest. The hiker in the foreground is wearing a blue plaid shirt, olive green cargo pants, and a red backpack. The hiker behind them is wearing a green shirt and tan pants. Both are using trekking poles. The trail is surrounded by dense green foliage and fallen leaves.

Existing  
Lineup

**THERMACELL**

Thermacell Repellents, Inc. (CONFIDENTIAL)

# Outdoor Living Assortment 2020



**Patio Shield**




**Patio Shield  
Lantern**



**Patio Shield  
Lantern XL**



**Patio Shield  
Torch**

MSRP	\$34.99		\$34.99	\$44.99	\$49.99
SKU (CA)	MRPS(X)		PSLL2	MR9W	PSLT4
Launch Timing	Available		2020	Available	Available
Colors					





# Outdoor Adventure Assortment 2020



**MR300  
Repeller  
Green**



**MR300  
Repeller  
Black**



**MR300  
Repeller  
Hi-Vis**



**MR300  
Repeller  
Hunt Pack**



**MR450  
Repeller**



**Backpacker  
Repeller**



**Camp  
Lantern**



**Portable  
Repeller  
Holster**

SKU (CA)	MR300G	MR300L	MR300V	MR300F	MR450X	MRBPR	MRCLC	APCL
MSRP	\$34.99	\$34.99	\$34.99	\$49.99	\$49.99	\$49.99	\$49.99	\$19.99

Pack-ins

Includes  
camo case,  
belt clip

Includes belt  
clip

Includes  
Carry Bag

Includes  
case and  
belt clip



# Thermacell Refills 2020



**R1**



**R4**



**R10**



**M24**



**C4**

**MSRP**

**\$9.99**

**\$29.99**

**\$69.99**

**\$14.99**

**\$17.99**







OUTDOOR  
LIVING

**THERMACELL**

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New

# Patio Shield Lantern



On Board Mat Storage



New Brighter LED Light and improved aesthetics



High Impact, Engaging open faced packaging



SKU: PSLL2 (CA)

**Cost:** \$xx.xx  
**SRP:** \$34.99  
**Margin:** xx%

**THERMACELL**

Thermacell Repellents, Inc. (CONFIDENTIAL)

New

# Patio Shield Lantern XL



Improved aesthetics



New Brighter LED Light



High impact packaging



SKU: MR9W (CA)

**Cost:** \$xx.xx

**SRP:** \$44.99

**Margin:** xx%

**THERMACELL**



New

# Patio Shield Torch

2-1

2 in 1 Multi Use Torch



New Brighter LED Light and improved aesthetics



High Impact, Engaging open faced packaging



On Board Mat Storage



SKU: PSLT4 (CA)

**Cost:** \$xx.xx

**SRP:** \$49.99

**Margin:** xx%

**THERMACELL**

A photograph of a person camping at night. A man in a green shirt is sitting on a folding chair, facing a campfire. A woman in a white shirt is standing next to him, holding a cup. To the right is an orange tent with the brand name '7SOLO' on it. The background shows a lake and trees under a dark blue sky.

REFILLS

**THERMACELL®**

Thermacell Repellents, Inc. (CONFIDENTIAL)





C4 (CA)

## Fuel Cartridges Value Pack



4 Fuel Cartridges that last for up to 48-hours



15ft. X 15ft. Zone of Mosquito Protection.



Value Pack replaces C2 Twin Pack

**Cost:** \$xx.xx

**SRP:** \$17.99

**Margin:** xx%

### ★★★★★ Five Stars

*Exactly what I needed. I tend to forget to turn off the Thermacell leaving it to waste fuel and I always have a disproportionate number of mats left. I haven't found just the butane in any of the stores in my area.*

### ★★★★☆ Can't Live Without It

*The problem is that if (or should I say "when" since it happens frequently) you forget to turn off the unit, you've wasted only one mat but the entire butane cartridge which is supposed to last for 4 mats. Being able to purchase the butane cartridges alone is a relief.*