



The mug your customers reach for every morning!



Welcome to Deneen Pottery

Our mission is simple--

Create beautiful work for you that will last a lifetime.

Your mugs give your clients, customers, & colleagues an opportunity to reconnect with you each and every morning.

The experience that you've created is remembered for decades to come, through the simple routine of starting the day.

Your mugs hold more than just coffee - each one holds a story.

Let's start creating more stories for you to share today!



- Powered by Solar
- Handmade in the U.S.A.
- 45+ Years of happy customers

In the second year utilizing our solar power array, we were able to offset 196 metric tons of carbon emissions! That's equivalent to...

- 215,582 lbs. of coal burned
- 8,325 trash bags of waste recycled instead of landfilled
- 256 acres of forests saved
- 42 passenger vehicles taken off the road for a year



@rriveterflagship

@anotherbrokenegg

Olive the Shop Dog posing in front of our solar array



Deneen Pottery wins 2019 SBA Family Business of the Year!



Peter Deneen on the production floor circa 1970s



At Deneen Pottery, we know you want to be intentional about where you place your logo.

When you purchase branded coffee mugs, you want an item that is a reflection of the reputation you've established with your customers.

The problem is most branded products are throw away items, which makes you feel like you're not leaving a lasting impression with your customer.

If you're going to add your logo on an item, it should be made of the highest-quality.

Which is why, for nearly five decades, we've been creating hand-thrown mugs so your brand can connect with customers every morning in the place that matters most—the heart of the home.

Let's get your first order started so you can finally have the "go-to" mug everyone reaches for in the morning!

Sincerely,

Niles Deneen

Niles Deneen
President & CEO



Deneen Pottery staff at the 2019 Summer Party



Spice jar from first big J.R. Watkins order

Signature Mugs®

CAPACITIES SHOWN ARE NOT EXACT - ALL HANDTHROWN FORMS CAN VARY +/- AN OUNCE.

TOP 5 MUG STYLES

#1



Round Belly

10 oz. • Lt. Dijon w/Burgundy White

#2



Tall Belly

14+ oz. • Navy w/Powder Blue White

#3



Camper

14+ oz. • Black w/Sunshine Red

#4



Ramsey

14+ oz. • Coral w/Sand White

#5



Footed

12 oz. • Burgundy w/Sand White

NEW



Midway

12 oz. • Coral w/Sunshine White



Straight

10 oz. • Kiwi w/Blue White



Flare

10 oz. • Red

Signature Mugs

CAPACITIES SHOWN ARE NOT EXACT - ALL HANDTHROWN FORMS CAN VARY +/- AN OUNCE.



Tankard Mug

10 oz. • Sunset Orange w/White w/Black Fill



Julep

10 oz. • Midnight w/Lilac White



Small Abby

10 oz. • Peacock w/Blue White



Diner

11 oz. • Gloss



Junior Executive

12 oz. • Lt. Teal w/Burgundy White



Abby

12 oz. • Lilac w/Plum White



Rancher

12+ oz. • Chocolate w/Sand White



Pepin

12+ oz. • Sunshine w/Black White

Signature Mugs

CAPACITIES SHOWN ARE NOT EXACT - ALL HANDTHROWN FORMS CAN VARY +/- AN OUNCE.



Patriot

12+ oz. • Hunter Green



Lumberjack

15+ oz. • Burgundy w/Sand White

Customer Spotlight

"We've used Deneen mugs for 18 seasons and they have been beautiful, popular, and durable. We really love the products and so do our guests!"

--Jen Castle • Hell's Backbone Grill
Boulder, UT



Specialty Styles



French Latte

12+ oz. • Black w/Sand White



Shave Mug

15 oz. • Black



Hammer

16+ oz. • Lt. Dijon w/Cinnamon White w/Black Fill



Commuter

16+ oz. • Black w/Sunshine Red

Tankards

CAPACITIES SHOWN ARE NOT EXACT - ALL HANDTHROWN FORMS CAN VARY +/- AN OUNCE.



German Tankard
16 oz. • Black w/Blue White



Norg Tankard
18 oz. • Red w/Sand White
w/Black Fill



Straight Tankard
18 oz. • Mint w/Cinnamon White



Round Tankard
18 oz. • Hunter w/Blue White



Endicott Tankard
22 oz. • Matte Black w/Sand



Nokomis Tankard
23 oz. • Dijon w/Cinnamon White

Customer Spotlight

"We were scared that they wouldn't hold up! The cost is considerably higher price than the standard white mugs, but the quality is worth it; and our customers appreciate the fact that they are handmade and feel good in their hands. We get countless compliments on them!"

--Patty Petrone • Red Fox Diner
• Lighthouse Point, FL



Tableware

CAPACITIES SHOWN ARE NOT EXACT - ALL HANDTHROWN FORMS CAN VARY +/- AN OUNCE.



Soup Mug

Perfect for getting a handle on it. Great for ice cream or cereal too!

12 oz. • Black w/Cinnamon White



Small Soup Crock*

What goes best with a half sandwich? A cup of soup!

10 oz. • Kiwi w/Blue White



Medium Creamer

Whether you're serving hot syrup or coffee creamer, this little pitcher is just fun to handle. You could use it as a bud vase too!

4+ oz. • Chocolate



Bud Vase

One of our most popular non-mug pieces. They are perfect for adding a touch of color to any table or retail display.

4+ oz. • Coral w/Sunshine White



Medium Soup Crock

We fire to 2150°F, making all of our stoneware oven safe — bring on the French Onion soup!

12 oz. • Sage



Large Soup Crock

When the Original Pancake House needed something bigger, we created the LARGE.

14 oz. • Red



Shot Glass*

This large shot glass works great for espresso or displayed on the counter as a toothpick holder!

2 oz. • Black w/Sunshine Red



Petite Tumbler*

At just over 3.25" tall, the Petite Tumbler is perfect for kids and kids at heart!

6+ oz. • Denim



Double Shot*

When one shot of espresso just doesn't cut it. These cuties are sure to bring a smile to everyone's face.

6 oz. • Sky Blue

(* Additional \$50 setup fee for Small Soup Crock, Shot Glass, Petite Tumbler, & Double Shot

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Customer Spotlight

"These are not cheap mugs, but I had a feeling they would sell well - my customers love our brand. But to have sold over 10,000 in only 8 years - that's just crazy!"



--Don DeWeese
Gibson's Donuts • Memphis, TN

Flatware

Flatware items require an additional setup fee of \$50. Different sizes and shapes require the production of a new mold. Available in 6 glaze options: Black, Navy, Midnight, Burgundy, Cranberry, Lt. Teal, and Hunter Green.

Magnets

Magnets are almost identical to the mug emblems — just a bit thicker and they stick to your fridge! Packaged in bulk or also available in a compostable cellophane bag for easy displaying.



Pictured in Cranberry, Midnight, and Hunter Green

Coasters

College bookstores sell them as paper weights and our best innkeepers love their classy detail and use them in the sitting room or on bedside tables.



Pictured in Lt. Teal, Navy, and Midnight

Ornaments

Ornaments are also almost identical to the mug emblems — just a bit thicker. They come with a brass S-hook for hanging and pre-packaged in a compostable cellophane bag for easy displaying.

Pictured in Navy



Do Not Disturb Signs

We have seen "Lettuce Alone," "Go Away," and even "Merry Christmas." Signs have a 3" diameter and come with the choice of a burgundy, navy, hunter, or black glaze.

Pictured in Navy

DISCONTINUED



Leather Coasters

NEW

These leather coasters offer a perfect place to rest your mug. Soft but durable, they are a great way to display your brand.

Size: ~3.75" diameter



Available Colors: Saddle Tan and Mahogany

Key Fobs

Please note that leather is a natural material. Every lot will have a variance and there can be noticeable differences in color and texture within an order.

Available shapes: Rectangle, Small, & Large



Digital Mockups

It's impossible to digitally recreate the unique nature of our mugs, but for an extra fee we offer digital mockups as a way to see your custom medallion on the mug of your choice before you order. These mockups will give you a general idea of what the finished product will look like!

DIGITAL MOCKUP



FINAL PRODUCT

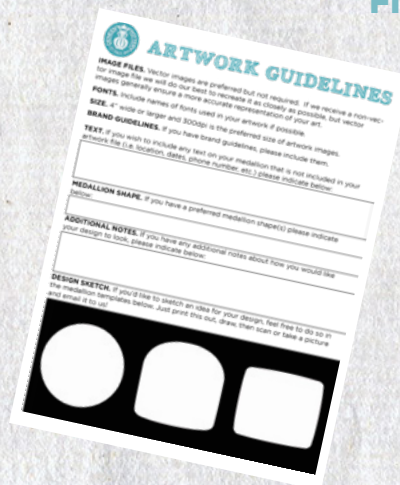


ARTWORK & DESIGN

Submitting Your Art

- You must submit your own artwork or photographs. We do not design logos and cannot use trademarked images.
- Photographs must be at least 300 dpi and 4" wide.
- Preferred format is Adobe Illustrator® vector images with fonts converted to outlines.
- Large, clear, and non-pixelated digital images work best.
- You can also fill out our helpful Artwork Guidelines form to give us an idea of what kind of medallion you're looking for!

Scan to download our Artwork Guidelines form



Creating Your Custom Medallion

Included in the first-time setup fee is the creation of your custom medallion. Simply provide us with your images, fill out our Artwork Guidelines form, and we will get to work on creating your custom medallion.

ORIGINAL ART



ART PROOF



FINAL PRODUCT



ORIGINAL ART



ART PROOF



FINAL PRODUCT



Visit deneenpottery.com to see more examples of our work.

Solid Glazes

ALL GLAZES ARE SUBJECT TO VARIATIONS IN COLOR, HUE, AND APPEARANCE.



Gloss
Junior Executive



Sand
Footed



Grey
Round Belly



Black
Tall Belly



Forest
Abby



Hunter
Junior Executive



Light Teal
Round Belly



Teal
Tall Belly



Fieldstone
Pepin



Chocolate
Round Belly



Cinnamon
Footed



Burgundy
Round Belly



Aqua
Junior Executive



Seafoam
Round Belly



Peacock
Diner



Powder Blue
Round Belly



Cranberry
Round Belly



Red
Ramsey



Coral
Ramsey



Peach
Flare



Federal Blue
Straight



Denim
Round Belly



Navy
Tall Belly



Midnight
Round Belly



**Sunset Orange w/
Black Fill • Tall Belly**



Sunshine
Footed



Dijon
Flare



Light Dijon
Footed



Heritage Blue
Abby



Sky Blue
Flare



Wisteria
Abby



Pink
Round Belly



Butter
Flare



Sage
Round Belly



Kiwi
Footed



Moss
Junior Executive



Lilac
Abby



Purple



Plum
Ramsey

★ Stars denote popular glaze colors!

Marble Glazes

ALL GLAZES ARE SUBJECT TO VARIATIONS IN COLOR, HUE, AND APPEARANCE.



Gloss w/Blue Trim
Round Belly



Gloss w/Green Trim
Round Belly



Grey w/Black White
Round Belly



Grey w/Blue White
Footed



Black w/Sunshine
Flare



Black w/Sand White
Ramsey



Black w/White
Round Belly



Galaxy
Endicott Tankard



Grey w/Hunter White
Footed



Grey w/Sunshine White
Tall Belly



Black w/Burgundy
Footed



Black w/Burgundy White
Footed



Chocolate w/Cinn. White
Rancher



Chocolate w/Coral White
Round Belly



Chocolate w/Sand White
Footed



Chocolate w/Sunset White
Tall Belly



Black w/Cinnamon White
Ramsey



Black w/Coral
Round Belly



Black w/Dijon White
Round Belly



Black w/Hunter White
Camper



Chocolate w/White
Footed



Cinnamon w/Dijon White
Ramsey



Cinnamon w/Sunshine White
Round Belly



Cinnamon w/White



Black w/Kiwi White
Tall Belly



Black w/Lilac White
Round Belly



Black w/Pink
Abby



Black w/Navy
Junior Executive



Burgundy w/Blue White
Round Belly



Burgundy w/Dijon White



Burgundy w/Sand White
Footed



Burgundy w/Sunshine
Camper



Black w/Navy White
Footed



Black w/Powder Blue
Lumberjack



Black w/Red
Rancher



Black w/Sunshine Red
Norg Tankard



Burgundy w/White
Round Belly



Cranberry w/Blue White
Tall Belly



Cranberry w/Lilac White
Footed



Cranberry w/Sand White
Camper

Marble Glazes

ALL GLAZES ARE SUBJECT TO VARIATIONS IN COLOR, HUE, AND APPEARANCE.



Cranberry w/White
Round Belly



Red w/Black White
Small Abby



Red w/Sand White
Tall Belly



Red w/White
Round Belly



Sage w/Hunter White
Round Belly



Sage w/Sand White
Abby



Mint w/Cinnamon White
Small Abby



Kiwi w/Blue White
Ramsey



Coral w/Dijon White
Camper



Coral w/Sand White
Footed



Coral w/Sunshine White
Tall Belly



Peach w/Dijon White
Round Belly



Kiwi w/White
Round Belly



Moss w/Kiwi White
Round Belly



Moss w/Sand White
Round Belly



Moss w/Cinn. White
Round Belly



Sunset Orange w/Dijon White
Straight



Sunset Orange w/Black White & Black Fill
Round Tankard



Sunshine w/White
Round Belly



Dijon w/Cinnamon White
Round Belly



Forest w/Blue White
Footed



Forest w/Dijon White
Camper



Forest w/Sand White
Flare



Forest w/Sunshine White
Abby



Dijon w/White
Footed



Lt. Dijon w/Burg. White
Flare



Lt. Dijon w/Cinn. White
Round Belly



Lt. Dijon w/White
Junior Executive



Forest w/White
Round Belly



Hunter w/Black White
Round Belly



Hunter w/Blue White
Camper



Hunter w/Dijon White
Patriot



Lt. Dijon w/Coral White
Round Belly



Butter w/White
French Latte



Sage w/Burgundy White
Footed



Sage w/Dijon White
Abby



Hunter w/Sand White
Round Belly



Hunter w/White
Round Belly



Teal w/White
Camper



Lt. Teal w/Blue White
Round Belly

Marble Glazes

ALL GLAZES ARE SUBJECT TO VARIATIONS IN COLOR, HUE, AND APPEARANCE.



Lt. Teal w/Cinn. White Patriot



Lt. Teal w/Rose White Abby



Aqua w/ Black White Norg Tankard



Aqua w/ Blue White Tall Belly



Navy w/Hunter White Ramsey



Navy w/Kiwi White Round Belly



Navy w/Powder Blue White • Footed



Navy w/Sand White Round Belly



Seafoam w/Rose White Round Belly



Seafoam w/White Round Belly



Peacock w/Black White Round Belly



Peacock w/Blue White Ramsey



Navy w/Sky Blue White • Footed



Navy w/Sunset White Footed



Navy w/White Camper



Midnight w/Burg. White • Round Belly



Peacock w/Dijon White Footed



Powder Blue w/Blue White • Ramsey



Powder Blue w/Sunshine White • Round Belly



Powder Blue w/White Round Belly



Midnight w/Cinn. White • Tall Belly



Midnight w/Dijon White • Footed



Midnight w/Hunter White • Round Belly



Midnight w/Kiwi White Patriot



Federal Blue w/Cinn. White • Small Abby



Federal Blue w/Dijon White • Round Belly



Federal Blue w/ Sunshine White • Round Belly



Federal Blue w/Sand White • Round Belly



Midnight w/Lilac White • Round Belly



Midnight w/Sunset White • Footed



Midnight w/Sunshine White • Footed



Midnight w/Plum White • Round Belly



Federal Blue w/White Round Belly



Navy w/Cinn. White Flare



Navy w/Dijon White Round Belly



Navy w/Grey White Footed



Midnight w/Rose White • Round Belly



Midnight w/Sand White • Footed



Midnight w/Sky Blue White • Ramsey



Midnight w/White Abby

Marble Glazes

ALL GLAZES ARE SUBJECT TO VARIATIONS IN COLOR, HUE, AND APPEARANCE.



Heritage Blue w/Grey White • Round Belly



Heritage Blue w/Sand White • Patriot



Heritage Blue w/White Flare



Sky Blue w/Dijon White • Ramsey



Wisteria w/Plum Flare



Lilac w/Plum White Small Abby



Lilac w/White Round Belly



Purple w/Dijon White Round Belly



Purple w/Lilac White Round Belly



Purple w/Plum White Footed



Purple w/Sunshine White • Round Belly



Plum w/Burgundy White • Footed



Plum w/Dijon White Round Belly



Plum w/Lilac White Round Belly



Plum w/Navy White Round Belly



Plum w/Sand White Flare



Plum w/Sunset White Tall Belly



Plum w/Sunshine White • Round Belly

All glazes are subject to variation in color, hue, and appearance. Each of our pieces vary slightly in accordance with their handmade origins and are not considered seconds because of these variations.

What is backfill?

Backfill is what we use to fill in the recessed areas of your medallion. Each medallion is painted with our blue slip which helps bring out all the fine details of the design. As a result, you will see a mixing of the blue slip and the body color of your mug in the recessed areas of each medallion. Some base glazes show more of this mixing than others. Here are a few examples of what it could look like with different base glazes...



Blue slip being painted onto medallion



GREY



LILAC



SUNSHINE



RED



DIJON

Fill Glazes

Depending on your chosen glaze color and the amount of recessed area in the medallion design, we may recommend additional backfill. Please see some of our available fill options below.



Sunset Orange w/Navy Fill • Footed



Red w/Black Fill • Ramsey



Gloss w/Green Trim w/Lt. Teal Fill • Round Belly



Sunset Orange w/Chocolate Fill • Tall Belly

Customer Spotlight

"They are sturdy and hold up to restaurant service so breakage is minimal. Our guests enjoy using them in their rooms and in our restaurant. When a mug is purchased we know it will bring back fond memories to our guests at home."

Thomas Schwarting
Farmhouse Inn • Forestville, CA



The Mug Shelf

Displaying your mugs will help them sell, which means we get to make more for you! These birch shelves ship flat and don't take up much space at all.



Available in three sizes (4, 9, or 18 mugs).

Single Mug Gift Boxes

Great for packaging, displaying, and presenting. Peter Deneen loves making pyramids of boxed mugs at conferences.



Available in lightweight (top) or heavyweight (bottom)

'Made in the USA' Stickers

Although each mug is stamped with this on the bottom, placing another indicator on the front helps answer the question right away.



Available in sheets of 24
Sticker Size: .75" x .5"



Placing an Order with Deneen Pottery

A Step-by-Step Guide



Send Your Artwork.

- File formats .ai, .eps, or high resolution .jpgs
- Pay the Art Deposit
- Your Art Proof will be ready in 1-2 weeks



Select your mugs

- Approve your Art Proof
- Finalize your selections

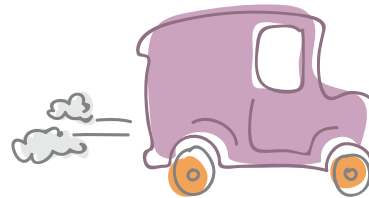


Get your brand into their hands

- Remaining pre-payment due upon order approval
- Once payment is made you will have a projected ship date
- Our talented artists will get to work



From our hands to yours! Here is how we create your mugs...



Questions? 888-646-0238

Share your photo & follow us on Instagram @deneen_pottery

Please call us with any questions: (888) 646-0238
We look forward to working with you!



deneenpottery.com
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