

Amazon Listing Copy for MiiR New Standard Carafe

Partial listing items for MiiR's New Standard Carafe. After conducting competitor research and identifying key differentiators for the product, I wrote the copy for the entire listing. Top-ranking keywords were identified and included throughout the title, bullet points, and product description to optimize for Amazon search. This copy is not currently live.

TITLE

MiiR, New Standard Carafe, 33 oz Stainless Steel, Durable Double-Wall Vacuum Insulated Coffee Carafe for Hot Liquids

ENHANCED LISTING



Design Forward

Adjustable lid & double-wall vacuum insulation keeps coffee hot for hours



Use Any Filter

Works with most commercially available cone filters



Resilient Construction + Beautiful Design

18/8 Stainless Steel
Powdered Hardshell Finish
BPA free



Design Forward. Generosity Driven.

Every MiiR product sold helps fund transparent giving projects at the intersection of communities and the environment



Register your Give Code

See the impact of your purchase

\$2M+ donated
72 projects launched
26 countries impacted

Certified



1%

FOR THE PLANET

CERTIFIED



EVERGREEN.



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors.

A+ CONTENT

MiiR®

New Standard Coffee Carafe

Ditch the glass! The New Standard Coffee Carafe is the shatterproof, stainless steel coffee carafe that's ready for home, a woody campsite or the open road.



33oz



Thermo 3D

Double-wall vacuum insulation keeps coffee hot



18/8 stainless steel

Enduring material meets beautiful design



Various filter options


Fits most cone coffee filters on the market



BPA free

All MiiR products are 100% BPA free

Every MiiR product sold helps fund transparent giving projects.

-  **Flip**
your MiiR product over to scan your Give Code™
-  **Register**
your Give Code™ on MiiR.com/give
-  **Follow**
along and learn more about MiiR's positive impact on people and our planet



Coffee Carafe

Add to Cart



360 Traveler

Add to Cart



Flip Traveler

Add to Cart



Wide Mouth Bottle

Add to Cart



Camp Cup

Add to Cart

Customer Reviews	★★★★☆ 4	★★★★☆ 27	★★★★☆ 400	★★★★☆ 32	★★★★☆ 222
Price	\$79 ⁹⁵	\$27 ⁹⁵	\$32 ⁹⁵	\$39 ⁹⁵	\$27 ⁹⁵
Material	Stainless steel	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Capacity	33 oz.	12/16 oz.	12/16/20 oz.	16/20/32 oz.	8/12/16/20 oz.
Weight	1.8 lbs	0.62/0.73 lbs	0.62/0.71/0.73 lbs	0.79/0.86/1.15 lbs	0.5/0.55/0.7/0.81 lbs
BPA-Free	✓	✓	✓	✓	✓
Hot or cold drinks	Hot	Hot/cold	Hot/cold	Hot/cold	Hot/cold



**We exist to empower
people for a better future**

