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Whirley-DrinkWorks! announces merger with Mugs Made Easy

The merger means expanded product lines, more innovation for convenience store customers

WARREN, Pa. (Oct. 2, 2017) – After years as friendly competitors, Whirley-DrinkWorks! and Mugs Made Easy are merging, they announced today. In doing so, the companies are combining their product lines, skill in innovation and convenience store industry experience to bring even better products and services to their customers.

Whirley-DrinkWorks! and Mugs Made Easy are two of the industry's leaders in creating refillable drinkware programs for convenience stores, while also working with stores to run marketing programs that encourage repeat business.

Mugs Made Easy will become EasyGo! by Whirley-DrinkWorks!, a new corporate entity owned by Whirley. Whirley-DrinkWorks! has long been an industry leader in custom plastic drinkware, producing a wide variety of drinkware products each year in its Warren, Pennsylvania facilities, while Mugs Made Easy specializes in branded upscale stainless steel and acrylic products.

“Our two companies have long been extremely effective in helping convenience stores sell custom products designed to encourage repeat business and to increase sales,” said Lincoln Sokolski, president of Whirley-DrinkWorks! “Together with Mugs Made Easy, we’ll bring even more creativity and new ideas to grow our dispensed beverage business, which is a win-win for everyone.”

Mugs Made Easy owners Irene and Steve Schlotzhauer will stay on, along with much of their sales and creative team, providing continuity for their customers while also contributing to the Whirley-DrinkWorks! family.

“This merger simply makes sense for both our customers and team,” said Irene Schlotzhauer. “Mugs Made Easy’s strength in creating on-trend stainless steel and acrylic products, combined with Whirley’s expertise in custom plastic products, means we can offer a wide combined product line while applying our unique knowledge and experience in the convenience store industry.”

Whirley-DrinkWorks! will debut the EasyGo! by Whirley-DrinkWorks! brand at the NACS Show Oct. 17-20 in Chicago.

About Whirley-DrinkWorks!

For nearly 60 years, Whirley-Drinkworks! has been designing and manufacturing branded refillable food and beverage products and supporting marketing programs. In addition to our Whirley - Made in the USA everyday plastic products, we also have [DrinkWorks](#) - unique custom product development capability, and [ValidFill RFID](#) technology that can drive self-serve pre-paid revenue.

About Mugs Made Easy

Mugs Made Easy offers the largest selection of upscale SAN acrylic and stainless steel travel mugs in the industry. For over 20 years, our EasyGo Drinkware branded lifestyle refillable product line has been adding innovation and value to customers beverage programs nationwide.