



DAY

TO

DAY

Collection 2026



Our Story

Family-friendly kitchen essentials that fit your customers' lives.

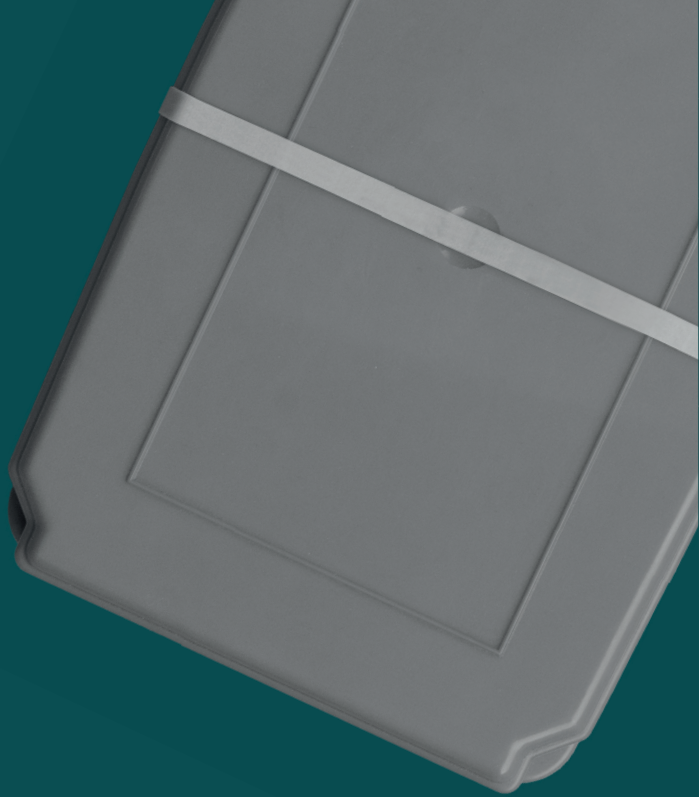
Life gets busy. With work, family and everything in between, it helps when some things simply do what they're meant to do.

That's what our products are made for. Our kitchen essentials are designed for people's everyday life without asking for attention. They're there, they work and that's enough.

No trends to follow. No choices to overthink.
Just quality that does the job.

Whether someone's preserving, preparing or taking out food, Day To Day fits naturally into their routine.
And into their cupboard.

Our Heritage



Been around for generations.

Day To Day may be new in name,
but our story goes back decades.

In the 1960s, Francis Pluym, the founder of our parent company DBP, introduced the world's very first plastic lunchbox. Created as an alternative to the traditional metal meal tins his employees used every day.

Over time, the classic lunchbox has evolved. Practical updates, such as

an expandable elastic band, have changed its appearance, while its core concept and enduring quality have remained intact.

The same philosophy defines Day To Day today. We stay true to Pluym's original ethos of functionality, prioritising lasting quality over short-lived trends.

OUR STRENGTHS

Why generations keep coming back.

100%

food-safe & BPA-free

EU

manufactured in
Belgium & Sweden

60+

years of experience

€,-

budget-friendly



The classics just got a new label.

For years, our classics lived under the contemporary and fun Amuse Basic label. Now, they're part of Day To Day. The same trusted quality, rebranded with a more minimal look that reflects our products' simplicity and practicality.

Stands the test of time, and that of travel.

Multifunctionality

Our containers adapt to various settings: from freezer to fridge, from microwave to dishwasher, from home to work to school.

Whether someone's grabbing a simple snack on the go, taking home leftovers from a family dinner or meal-prepping through for the week, our products withstand daily kitchen use and outdoor travel. Spill- and worry-free.



Microwave-safe

Heats food evenly without damaging the container.



Dishwasher-proof

Maintains functionality after regular washing.



Freezer-friendly

Functions in temperatures from -25°C to +100°C.



Airtight

Provides an airtight seal to keep your food fresh.



Quality

Day To Day products are developed not only to be stored in people's cupboards, but to be used, reused and relied on.

Made from high-quality and foodsafe materials, our products last both in form and function. That's why customers will probably find the containers at their grandparents' place too.

No warping, no cracking, no expanding.



Stackability

Easy to use. Easy to store.

Our well-thought-out, tried-and-tested design results in compact products that are both stackable and nestable. For the purpose of saving space.

Recyclability

Reduce people's plastic use.

Built to be reused time and again, they reduce plastic waste by replacing disposable and single-use containers.





Collection

Bestsellers

A streamlined and proven assortment of top-selling products, designed to maximize your turnover and improve your margins.

Alaska Freezer Box

The ultimate freezer box, whose enduring quality has stood the test of time.



Alaska 6 x 200 ml

Dimensions	85 x 85 x 125
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● DAY001

Retail Price €5,99



Alaska 3 x 500 ml

Dimensions	130 x 130 x 100
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● DAY002

Retail Price €4,99



writable
↗



Made in Belgium



Alaska 3 x 750 ml

Dimensions	130 x 130 x 125
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● DAY003

Retail Price €5,49



Alaska 3 x 1000 ml

Dimensions	170 x 130 x 130
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● DAY004

Retail Price €6,49



Alaska 3 x 1200 ml

Dimensions	170 x 130 x 130
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● DAY005

Retail Price €6,49



Alaska 3 x 2000 ml

Dimensions	260 x 170 x 130
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● DAY006

Retail Price €10,99

Alaska Set of 6



Made in Belgium



Alaska 2 x 500 ml

Dimensions	130 x 130 x 100
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Alaska 2 x 750 ml

Dimensions	130 x 130 x 125
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Alaska 2 x 1200 ml

Dimensions	170 x 130 x 130
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● DAY007

Retail Price €9,99

The Original
Alaska[®]



SoftSeal Fridge Box

A box with a soft, yet airtight sealing to extend your food's freshness.



Made in Sweden



SoftSeal 2 x 500 ml

Dimensions	145 x 95 x 87
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● DAY008

Retail Price €5,99



SoftSeal 2 x 800 ml

Dimensions	190 x 150 x 70
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● DAY009

Retail Price €6,99



SoftSeal 2 x 1200 ml

Dimensions	190 x 150 x 87
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● DAY010

Retail Price €7,99



SoftSeal 2 x 1600 ml

Dimensions	190 x 150 x 110
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● DAY011

Retail Price €8,99





Store&Pour Food Container

Equipped with a functional lid, this container makes it easy to pour dry foods into a bowl.



Made in Belgium



Store&Pour 800ml

Dimensions	150 x 90 x 110
DAY015	Retail Price €4,49



Store&Pour 1200ml

Dimensions	150 x 90 x 165
DAY016	Retail Price €4,99



Store&Pour 1700ml

Dimensions	150 x 90 x 215
DAY017	Retail Price €5,99



Store&Pour 2500ml

Dimensions	150 x 90 x 290
DAY018	Retail Price €6,99

Kitchen essentials

The basics every kitchen relies on,
from bowls to mixing bowls.



Made in Belgium



Salad Bowl 1700ml

Dimensions	Ø 215 x 90
○ DAY012	Retail Price €2,99



Salad Bowl 2400ml

Dimensions	Ø 240 x 100
○ DAY013	Retail Price €3,99



Salad Bowl 3300ml

Dimensions	Ø 270 x 110
○ DAY014	Retail Price €4,49



Colander

Dimensions	320 x 285 x 115
○ DAY023	Retail Price €3,99



Made in Sweden



Colander with Handle

Dimensions

395 x 220 x 110

○ DAY024

Retail Price €3,49

Kitchen essentials

The basics every kitchen relies on, from bowls to mixing bowls.



Made in Belgium



Cold Cuts & Cheese

Dimensions 230 x 160 x 110

● DAY019

Retail Price €10,99

Cold Cuts

Dimensions 230 x 160 x 80

● DAY020

Retail Price €9,99



Made in Belgium



Measuring Jug 500ml

Dimensions	130 x 105 x 120
○ DAY025	  
Retail Price	€3,49



Measuring Jug 1000ml

Dimensions	165 x 130 x 150
○ DAY026	  
Retail Price	€4,49



Funnels Set of 3

Dimensions	125 x 130 x 130
● DAY021	  
Retail Price	€4,99



Coffee Filter

Dimensions	Ø 140 x 190
● DAY022	  
Retail Price	€3,99

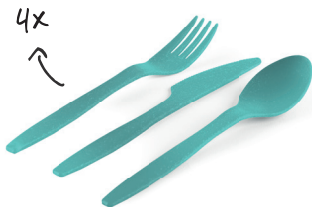
Pick&Pack

Everything you need for a picnic,
available as a set or sold separately.

Made in Finland



Made in Belgium



Cutlery Set

Dimensions 70 x 40 x 188

DAY027

Retail Price €5,99



Mug

Dimensions 105 x 80 x 85

DAY028

Retail Price €2,49



Bowl

Dimensions 165 x 125 x 60

DAY029

Retail Price €2,49



Plate

Dimensions Ø 240 x 200

DAY030

Retail Price €2,99



Cup

Dimensions

Ø 80 x 105

○ DAY031

Retail Price €1,49

On-the-go essentials

Lunch and fruit boxes, water bottles
and more for life on the move.



Made in Belgium



Lunchbox 750 ml

Dimensions	180 x 125 x 45
● DAY032	Retail Price €3,99



Lunchbox 750 ml

Dimensions	180 x 125 x 45
● DAY033	Retail Price €3,99



Lunchbox 750 ml

Dimensions	180 x 125 x 45
● DAY034	Retail Price €3,99



Brunchbox Box + Divider 1400 ml

Dimensions	210 x 150 x 75
● DAY040	Retail Price €5,99



Brunchbox Box + Divider 1400 ml

Dimensions 210 x 150 x 75

● DAY041

Retail Price €5,99

Brunchbox Box + Divider 1400 ml

Dimensions 210 x 150 x 75

● DAY042

Retail Price €5,99

On-the-go essentials

Lunch and fruit boxes, water bottles
and more for life on the move.



Made in Belgium



Snackbox Round - Set of 2 - 360 ml

Dimensions	110 x 110 x 80
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DAY035

Retail Price €4,49

Snackbox Round - Set of 2 - 360 ml

Dimensions	110 x 110 x 80
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DAY036

Retail Price €4,49



Snackbox Rectangular Set of 2 - 250 ml

Dimensions	110 x 80 x 75
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DAY037

Retail Price €3,99

Snackbox Rectangular Set of 2 - 250 ml

Dimensions	110 x 80 x 75
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DAY038

Retail Price €3,99



Snackbox Rectangular
Set of 2 - 250 ml

Dimensions	110 x 80 x 75
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● DAY039

Retail Price €3,99

On-the-go essentials

Lunch and fruit boxes, water bottles
and more for life on the move.



Made in Belgium



Lunchbox Elastic Medium 750 ml

Dimensions	185 x 125 x 45
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DAY043

Retail Price €4,99

Lunchbox Elastic Medium 750 ml

Dimensions	185 x 125 x 45
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DAY044

Retail Price €4,99



Lunchbox Elastic Large 1100 ml

Dimensions	215 x 145 x 45
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DAY045

Retail Price €5,99

Lunchbox Elastic Large 1100 ml

Dimensions	215 x 145 x 45
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DAY046

Retail Price €5,99



Made in Belgium



Watter Bottle 500 ml

Dimensions Ø 60 x 225

DAY048 Retail Price €9,99



Watter Bottle 500 ml

Dimensions Ø 60 x 225

DAY049 Retail Price €9,99



Water Bottle 500 ml

Dimensions Ø 60 x 225

DAY050 Retail Price €9,99

On-the-go essentials

Lunch and fruit boxes, water bottles and more for life on the move.

Made in Sweden

Made in Sweden



Muesli Jug 400 ml + 180 ml

Dimensions 94 x 94 x 142

DAY053

Retail Price €6,99



Made in Belgium



Muesli Jug 400 ml + 180 ml

Dimensions 94 x 94 x 142

DAY054

Retail Price €6,99



Made in Belgium



Banana Box 525 ml

Dimensions 220 x 90 x 55

DAY052

Retail Price €2,99



Apple Box 460 ml

Dimensions 110 x 100 x 81

DAY051

Retail Price €2,49





Kids & teens

Lunch boxes with playful prints, designed for the youngest users.



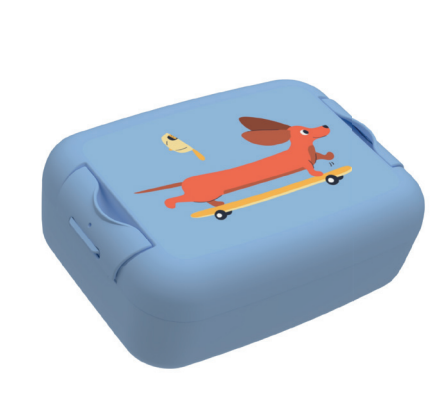
Lunchbox 825 ml

Dimensions	170 x 120 x 65
● DAY055	Retail Price €4,99



Lunchbox 825 ml

Dimensions	170 x 120 x 65
● DAY056	Retail Price €4,99



Lunchbox 825 ml

Dimensions	170 x 120 x 65
● DAY057	Retail Price €4,99



Made in Belgium



Snackbox 200 ml

Dimensions	90 x 85 x 40
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● DAY058

Retail Price €2,49



Snackbox 200 ml

Dimensions	90 x 85 x 40
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● DAY059

Retail Price €2,49



Snackbox 200 ml

Dimensions	90 x 85 x 40
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● DAY060

Retail Price €2,49

Kids & teens

Lunch boxes with playful prints, designed for the youngest users.



Apple Box 315 ml

Dimensions 95 x 95 x 75

DAY064

Retail Price €3,49



Apple Box 315 ml

Dimensions 95 x 95 x 75

DAY065

Retail Price €3,49



Apple Box 315 ml

Dimensions 95 x 95 x 75

DAY066

Retail Price €3,49



Made in Belgium



Banana Box 525 ml

Dimensions	190 x 150 x 110
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● DAY067	Retail Price €4,49
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Banana Box 525 ml

Dimensions	190 x 150 x 110
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● DAY068	Retail Price €4,49
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Banana Box 525 ml

Dimensions	190 x 150 x 110
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● DAY069	Retail Price €4,49
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Kids & teens

Lunch boxes with playful prints,
designed for the youngest users.



Made in China



Water Bottle 450 ml

Dimensions Ø 72 x 163

● DAY061

Retail Price €5,99



Water Bottle 450 ml

Dimensions Ø 72 x 163

● DAY062

Retail Price €5,99



Water Bottle 450 ml

Dimensions Ø 72 x 163

● DAY063

Retail Price €5,99

Legend



Freezer



Food Safe



Leak Free



No Lid
Microwave



No Microwave



Microwave



Stackable



Nestable



Airtight



BPA FREE



No Dishwasher



Dishwasher



We focus on practical functionality rather than unnecessary features.

01

Durable

Since our products retain their shape, they're made for long-term use and can thus be recycled for generations.

02

Safe

Our products are BPA-free and therefore safe for both your customers' food and health.

03

Stackable

Each box fits neatly into and onto the next, making good use of available storage space.

04

Convenient

Portable solutions for taking meals and snacks anywhere, from freezer or fridge to work or school. Without spills.

05

Affordable

Thoughtfully priced to offer quality without unnecessary costs.

06

Simple

Nothing extra. Just well-designed products that do what they're meant to do.



Convinced?
Let us help you
convince your
customers.

Contact

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day-to-day.com

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