



2021 NEW ITEMS



We welcome 2021
with a hopeful new outlook
to the year ahead.

Our new releases
provide the trusted Joie standards
of pleasure and reliability
for all your home
and kitchen activities.

AT MSC, OUR MOTTO IS:
"IF IT'S NOT A JOY TO USE,
IT'S NOT A JOIE PRODUCT!"

TABLE OF CONTENTS



ECO FRIENDLY STRAWS 2

REUSABLE BAGS 4

REUSABLE COVERS 6

ON THE GO 10



PREP TOOLS 14

BAKING TOOLS 20

ICE TRAYS & CUBES 22

ICE CREAM & POP TOOLS 23



KITCHEN CONVENIENCE 24

COCKTAIL ACCESSORIES 28

CUTTING BOARDS, MATS
& ACCESSORIES 30



TEA TIME 32

SNACK TIME 34

CUSTOM MADE DISPLAYS 36

ECO FRIENDLY STRAWS

Reduce
waste
with this
selection
of reusable
straws.



Lip Sip Straws

Fun safe sipping. Reusable.
ABS lips. PETG straw for easy cleaning.
Brush included.

2 pc Card

Item Upc
34888 067742-348883

Inner Master Cubic
12 96 1.8



Rainbow Silicone Straws

Eco-friendly and reusable.
Cleaning brush included.



6 pc Giftbox

Item Upc
12360 067742-123602

Inner Master Cubic
12 96 1.8



Extendable Straw On the Go

Reusable. Extends to a full size straw for sipping on the go. Folds to fit in the convenient compact travel case with carabiner clip. Stainless steel straw. Cleaning brush included.

Card

Item Upc
12791 067742-127914

Inner Master Cubic
12 144 1.3



REUSABLE BAGS

Market Bag

100% cotton. A natural, eco-friendly alternative to single use plastic and paper bags. Capacity 22 lb / 10 kg.

Card	Item	Upc
87690	067742-876904	
Inner	Master	Cubic
10	100	3.23



Creatures Reusable Zip Seal Bags

Store sandwiches, snacks and more.



6 pc Card

Item	Upc
15522	067742-155221

Inner	Master	Cubic
12	72	1.48



Valve Seal Bags

Press air out, seal freshness in.
For dry food only.
Air will release through the valve.
Freezer safe.



6 pc Card

Item	Upc
29182	067742-291820

Inner	Master	Cubic
12	72	1.3

Helping Hands Bag Holder

Keeps most bags open for filling.
Expanding arms to hold many sizes bags.
Also use as a bag drying rack.



Card	Upc
37599	067742-375995

Inner	Master	Cubic
6	48	1.83



REUSABLE COVERS

Replace
non-recyclable
plastic wrap
with these
eco-friendly
alternatives.



Silicone Stretch Cover

Stretches to fully cover and to keep food fresh.

Also great for transporting casseroles and bakeware to dinners.

Stretches from 8.5 to 10.5 in / 22 to 27 cm.

Heat resistance: 446°F / 230°C.

Cold resistance: -40°F/C



Card

Item | Upc
41769 | 067742-417695

Inner | Master | Cubic
12 | 48 | 2.19



Silicone Pan Cover

Stretches to fully cover and to keep food fresh. Also great for transporting casseroles and bakeware to dinners.

Fits 9 x 13 in. / 23 x 30 cm pans.

Heat resistance: 446°F / 230°C.

Cold resistance: -40°F/C



Card

Item | Upc
35450 | 067742-354501

Inner | Master | Cubic
6 | 24 | 2.86



Stretch Silicone Seals

Stretch over bowls, plates or jars to seal and preserve freshness. Reusable, replacing the need for one time use wraps. Also works great as a jar opener.



3 pc Card

Item | Upc
35122 | 067742-351227

Inner | Master | Cubic
12 | 144 | 1.24



Silicone Leftover Cover

An ecological alternative to single use plastic food wrap. Cover leftovers bowls, pots and more. 10" / 25.4 cm. Heat resistance: 446°F / 230°C.



Card

Item | Upc
41711 | 067742-417114

Inner | Master | Cubic
6 | 96 | 2.2



Stretch Bowl Covers

Reusable replacing single use plastic wraps and aluminum foil. Three sizes stretches to cover most commonly used bowls.



3 pc Card

Item | Upc
35081 | 067742-350817

Inner | Master | Cubic
12 | 72 | 3.38



Beeswax Wraps

A natural alternative to plastic wrap and aluminium foil. Reusable. Use to cover plates and bowls as well as covering melons, halved fruits and veggies.

3 pc Card

Item	Upc
14386	067742-143860

Inner	Master	Cubic
12	96	1



Fresh Stretch Silicone Covers

Preserve freshness of sliced veggies and fruits. Food grade silicone.

3 pc Card

Item	Upc
35100	067742-351005

Inner	Master	Cubic
12	72	2.3



Silicone Stretch Lids

Reusable, eco-friendly, fridge and freezer safe. Food grade silicone.

3 pc Card

Item	Upc
35105	067742-351050

Inner	Master	Cubic
12	72	3.32



ON THE GO

Ideal for
work, school,
picnics
and more.



Coffee On The Go

Enjoy coffee on the go with leakproof compact convenience. Food grade silicone. Capacity fully extended: 11.8 oz / 350 ml.



Sleeve

Item Upc
60045 067742-600455

Inner Master Cubic
6 48 1.1



Extendable Straw On the Go

Reusable. Extends to a full size straw for sipping on the go. Folds to fit in the convenient compact travel case with carabiner clip. Stainless steel straw. Cleaning brush included.

Card

Item Upc
12791 067742-127914

Inner Master Cubic
12 72 1.3



Juice On The Go

Reusable juice box with straw. Easy to fill. Leak proof convenience. Capacity: 6.25 oz / 185 ml.



Card

Item Upc
60007 067742-600073

Inner Master Cubic
6 72 1.85

Wine On The Go

Compact convenience for anywhere you want to sip.



Card

Item Upc
60005 067742-600059

Inner Master Cubic
12 144 2.41

Cutlery On The Go 4pc Set

A fork, spoon, knife and case designed for convenience on the go.



Card

Item Upc
60036 067742-600363

Inner Master Cubic
12 72 1.33

Egg On The Go

Safely transport eggs. Great for shelled or unshelled eggs.



2 pc Card

Item Inner Master Cubic Upc
60029 12 96 2.63 067742-600295



Meal Seal Containers

Seal meals to take anywhere you go. One large section for main portion and two small sections for sides.

Also great for storing prepared meals.

Microwave safe, heat resistant, freezer safe, leak proof.

● ● ● set 1

● ● ● set 2

3 pc Sleeve

Item Upc
35700 067742-357007

Inner	Master	Cubic
6	24	3.18



Lunch To Go Stretch Pods

Stretch the freshness of your meals to go.

Snap latches to open and seal. Also great

for storing leftovers.

● ● ● ○

Card

Item Upc
35044 067742-350442

Inner	Master	Cubic
12	36	2.23



Salad On The Go

Compact convenience for salad on the go.

Salad dressing container screws under the lid.

Capacity: 17 oz / 500 ml.

● ● ●



Sleeve

Item Upc
60053 067742-600530

Inner	Master	Cubic
6	12	1.38



Meal Pod Keepers

Prep and store meals and snacks to take anywhere you go. Microwave safe, heat resistant, freezer safe, leak proof.

- ● ● set 1
- ● ● set 2

3 pc Sleeve

Item Upc
27120 067742-271204

Inner Master Cubic
6 24 2.22



Fresh Canister

Foods stored to stay fresh and easily visible. Conveniently stackable. Capacity: 22 oz / 650 ml.

- ● ●



Sleeve

Item Upc
21766 067742-217660

Inner Master Cubic
6 24 1.91



Sandwich On The Go

Keep your sandwich fresh and safe on the go. Ideal for school, work, picnics...

- ● ●



Sleeve

Item Upc
60039 067742-600394

Inner Master Cubic
12 48 2.41



Banana Go Pod

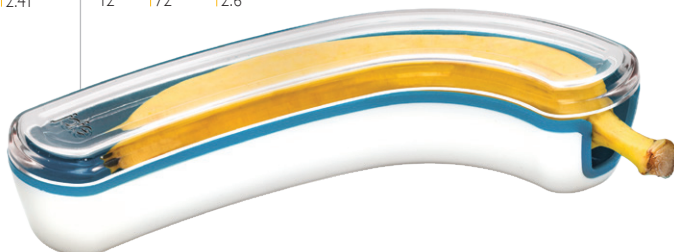
Protect bananas and prevents bruising on the go.

- ● ● ●

Sleeve

Item Upc
60050 067742-600509

Inner Master Cubic
12 72 2.6



PREP LIKE A PRO



Garlic Rock

This garlic crusher simply rocks.



Card	Item	Upc
	19101	067742-191014
Inner	Master	Cubic
12	144	2.38



Microwave Silicone Steamer

Veggies, fish, dumplings and more steamed to perfection with ease.

● ● ●

Card	Item	Upc
	29445	067742-294456
Inner	Master	Cubic
6	24	3.42



Dumpling Press

Perfect dumplings made with ease.

● ● ●

Card	Item	Upc
	34802	067742-348029
Inner	Master	Cubic
12	144	2.26



Silicone Clip On Strainer

Securely clips and strains on most pots, bowls and containers.



Card Item	Inner	Master	Cubic	Upc
29599	6	72	3.03	067742-295996

Clip-On Spoon Rest

Keeping cooking utensils close at hand. Fits on most pots and kitchen tools.



Card Item	Inner	Master	Cubic	Upc
29603	12	144	2.37	067742-296030



Shark Chopsticks

Easy to use with a grip as good as a shark's bite.



2 pc Card Item	Inner	Master	Cubic	Upc
75005	12	72	2.64	067742-750051

Silicone Tongs

Lift, flip and serve. Pull top to open, push down to lock.



Card Item	Inner	Master	Cubic	Upc
87014	12	96	2	067742-870148



Compact Scraper

Scrape clean with precision and ease. Use to clean ceramic stove tops, plates, cookware, counter-tops and more.



Card Item	Inner	Master	Cubic	Upc
19005	12	144	0.78	067742-190055

Compact Peeler

Peel with precision and ease. Compact in size, fabulous in function. Stainless steel blade.



Card Item	Inner	Master	Cubic	Upc
19000	12	144	0.78	067742-190000

Eggy Poacher Pot

The perfect pot for perfectly poached eggs.



Sleeve	Item	Upc
	50408	067742-504081
Inner	Master	Cubic
6	24	2.76

Bear Meat Claws

Easily shreds pork and other meats to make great sandwiches and dishes. Also great for holding meat while carving, lifting and carrying.

Card	Item	Upc
	57000	067742-570000
Inner	Master	Cubic
6	36	1.9



Single Egg Microwave Silicone Omelet Maker

Healthy microwaved omelets in just a few minutes. No butter or oil required. Recipes included.

Card	Item	Upc
	44088	067742-440884
Inner	Master	Cubic
12	96	1.30



Silicone Steamer - Colander

Veggies, dumplings, fish... steamed to healthy perfection. Collapses for easy storage. Doubles as a great colander.

Card	Item	Upc
	29135	067742-291356
Inner	Master	Cubic
12	48	1.95



Mini Fry Pan

The ideal size for breakfast sandwiches or a single egg.

Card		
Item	Upc	
21633	067742-216335	
Inner	Master	Cubic
12	48	1.98



Garlic Press

Easily prep garlic for all your favorite dishes. Stainless steel blade. Cleaning tool included.

Card		
Item	Upc	
35608	067742-356086	
Inner	Master	Cubic
12	96	2.3



Tomato Slice & Hull

Tomato slicer & huller for easy prep. 18-0 serrated stainless steel blade.



Card		
Item	Upc	
31660	067742-316608	
Inner	Master	Cubic
12	96	1.25

Strawberry Slice & Hull

Strawberry slicer & huller for easy prep. 18-0 stainless steel blade.



Card		
Item	Upc	
31688	067742-316882	
Inner	Master	Cubic
12	96	1.25

Silicone Spatula

Mix, fold, scrape and spread. Durable yet gentle silicone will not scratch cookware or bowls. Heat resistant silicone.



Card		
Item	Upc	
21731	067742-217318	
Inner	Master	Cubic
12	144	1.55



Turner

Flexibility and stability to flip even the most delicate foods. Silicone food grade edge. Heat resistant.



Card		
Item	Upc	
21698	067742-216984	
Inner	Master	Cubic
12	96	1.73



Spread, Scrape & Scoop 3 in 1

Smooth spreading, easy scraping and a useful scoop handle.



Spread



Scrape

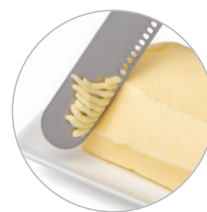


Scoop

Card Item	Upc
17010	067742-170101
Inner	Master Cubic
12	144 1.07

Butter Knife

Spread butter with ease. Slide the holed edge over hard butter for soft spreadable strips. Use the smooth edge to spread. Stainless steel blade.



Card Item	Upc
40429	067742-404299
Inner	Master Cubic
12	144 1.19

MooMoo Butter Dish

Store & serve butter in style. Capacity 1 lb / 454 g.



Sleeve Item	Upc
43300	067742-433008
Inner	Master Cubic
12	48 2.51

MooMoo Butter Stick Dish

Store & serve butter sticks in style. Capacity 1/4 lb / 110 g.



Sleeve Item	Upc
43321	067742-433213
Inner	Master Cubic
12	72 2.15

Avocado Masher

Ideal size for mashing avocados. Also great for small potatoes and eggs.



Card Item	Upc
31293	067742-312938
Inner	Master Cubic
12	96 2.21

Avocado Dicer

Easily dice avocados to serve cubed. A great prep tool for making guacamole. 18/8 stainless steel blades.



Card Item	Inner	Master	Cubic	Upc
31209	12	96	3.9	067742-312099



MAKING BAKING EASY...

Easy baking
for complex
kitchens...

Mini Bites Baking Tray

Just the right size for just the right snacks.
Good for sweet and savoury bites. Makes 12 mini bites.



Card	Item	Upc
35480	067742-354808	
Inner	Master	Cubic
6	48	1.02



Strawberry Chocolate Mold

Make strawberry chocolates forever.
Also great for making ice cubes.
Heat resistant.

Card	Item	Upc
50040	067742-500403	
Inner	Master	Cubic
12	96	2.37



Batter Dispenser

Measured amounts
of batter released
with the ease of a squeeze.
Capacity 900 ml / 3³/₄ cups.



Sleeve	Item	Upc
34813	067742-348135	
Inner	Master	Cubic
12	12	1.7

Dual Measure

Twice the function of a regular measuring cup.



Sleeve

Item	Upc
26913	067742-269133

Inner	Master	Cubic
12	48	3.2

Cake Server

Portion then serve the perfect slice effortlessly.



Card

Item	Upc
46200	067742-462008

Inner	Master	Cubic
6	48	1.98



Boo! Cookie Cutters Set of 3

Simply press and bake spooky delicious treats.

3 pc Card

Item	Upc
33666	067742-336668

Inner	Master	Cubic
12	144	2.54



Space Age Cookie Cutters Set of 3

Homemade cookies that are out of this world.

3 pc Card

Item	Upc
10800	067742-108005

Inner	Master	Cubic
12	144	2.56



CHILL OUT!



XL Ice Cube Tray & Lid

Extra large cubes for extra cool drinks. Ideal for a whisky glass and perfect for pitchers. Spill proof lid. Flip & fill tab. Flexible for easy release.



Card		
Item	Upc	
29188	067742-291882	
Inner	Master	Cubic
12	72	1.91



Ice Stick Tray

Ice sticks for water bottles or any beverage. Spill proof lid. Flip & fill tab. Flexible for easy release.



Card		
Item	Upc	
29178	067742-291783	
Inner	Master	Cubic
12	48	1.25

Mini Ice Cube Tray

Mini cubes for a maxi cool drink. Flexible for easy release.



Card		
Item	Upc	
29072	067742-290724	
Inner	Master	Cubic
12	72	1.30



Love - Ice Hearts

For a chill to thrill every heart. Can also be used to make chocolate hearts. Food grade silicone.



3 pc Card		
Item	Upc	
48005	067742-480057	
Inner	Master	Cubic
12	96	2.05

Collapsible Ice Pops

Fill with your favorite beverage to create delicious frozen treats. Collapse for easy storage.



Card Item	Upc	
21710	067742-217103	
Inner	Master	Cubic
6	48	1.93



Ice Cream Scoop

Get a grip on one scoopful of fun.



Card Item	Upc	
21751	067742-217516	
Inner	Master	Cubic
6	60	2



Push Pops

Make delicious frozen treats. Fill, freeze & enjoy!



2 pc Card		
Item	Upc	
21709	067742-217097	
Inner	Master	Cubic
8	48	1.66



Lolli Freeze Pops

Make your own fun frozen pops.



4 pc Card		
Item	Upc	
48000	067742-480002	
Inner	Master	Cubic
6	48	3.17



KITCHEN CONVENIENCE



Cutlery Organizer

5+2 compartments.
Practical convenience
to neatly organize
your cutlery drawer.
Fits drawers sizes between
9.84 to 16.14 in.
25 to 41 cm.

Sleeve Item	Inner	Master	Cubic	Upc
51111	6	6	1.13	067742-511119



Funky Scissors

Everyday scissors
on the cutting edge.
Includes a nutcracker.



Card	Item	Inner	Master	Cubic	Upc
	21718	12	72	1.6	067742-217189

Precision Kitchen Brush

Small precision brush for cleaning tiles,
sinks and hard to reach places.



Card	Item	Upc
	10897	067742-108975
Inner	Master	Cubic
12	144	2.93



Porcupine Silicone Scrubbie

Durable, scratch-free cleaning.
Face can be used as a scraper
for stubborn clean ups.



Card	Item	Upc
	32146	067742-321466
Inner	Master	Cubic
12	144	2.82

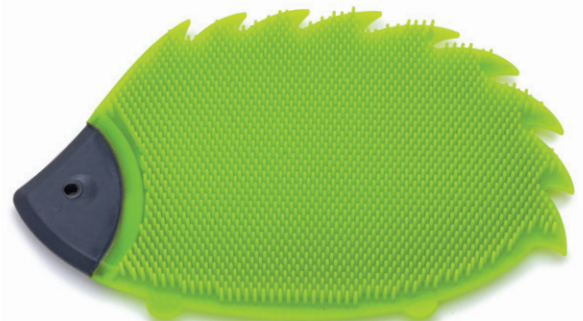


Sloth - Bag Clips

Freshness simply sealed. Keeps chips,
cookies, coffee and more sealed fresh.



2 pc Card	Item	Upc
	34025	067742-340252
Inner	Master	Cubic
12	144	2.26



Write Ease Food Markers

Easily mark messages on to zip lock bags, food containers and more... Great for lunches, portioning, leftovers, freezer storing... Easy to wash. Plastic storage case included.



4 pc Card		
Item	Upc	
10155	067742-101556	
Inner	Master	Cubic
12	60	0.85

Lemon Bag Clips

Keep bags sealed with a wedge of freshness.

2 pc Card		
Item	Upc	
61666	067742-616661	
Inner	Master	Cubic
12	144	3.7



Silicone Oven Glove

Excellent heat protection in the kitchen and for outdoor BBQ. Cotton lined interior for comfort.



Card		
Item	Upc	
30968	067742-309686	
Inner	Master	Cubic
6	72	3.18



Shroom Groom Mushroom Brush

Gently clean mushrooms without damaging their delicate skin.



Card		
Item	Upc	
26795	067742-267955	
Inner	Master	Cubic
12	144	3.32



Folding Silicone Splatter Screen

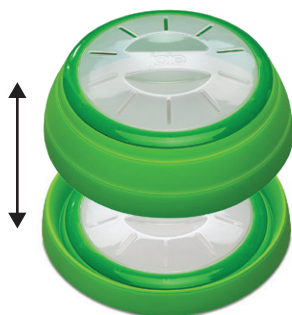
Splatter free cooking. Folds in half to easily check on cooking progress. Minimal storage. Heat resistant.

Card	Item	Upc
	35460	067742-354600
Inner	Master	Cubic
12	24	1.1



Collapsible Microwave Splatter Cover

Keep splatter contained and microwaves clean. Collapses for easy storage.



Card	Item	Upc
	35431	067742-354310
Inner	Master	Cubic
6	24	2.5



Doodle Doo Microwave Lid

This Doodle Doo keeps microwaves clean.

Card	Item	Upc
	89233	067742-892331
Inner	Master	Cubic
12	24	2.12



TIME FOR CHEER



Cocktail Measured Liquor Pourer

Easily dispense 1 oz / 30 ml shots with every pour.

Card Item	Upc	
20699	067742-206992	
Inner	Master	Cubic
12	144	1.73



Cocktail - Silicone Juicer

Soft comfortable silicone for a simple easy squeeze. Convenient pour spout.

Card Item	Inner	Master	Cubic	Upc
28380	12	96	2.77	067742-283801



Cocktail Lemon Press

A fast and efficient way to juice lemons, limes and small oranges. No seeds, no pulp.

Card		
Item	Upc	
20720	067742-207203	
Inner	Master	Cubic
6	36	1.29



Can Punch & Bottle Opener

2 in 1 tool for all your opening needs. For kitchen, bar, camping and more.



Card		
Item	Upc	
21636	067742-216366	
Inner	Master	Cubic
12	96	1.10



Can Punch



Bottle Opener



CUT WITH EASE

Tomato Folding Cutting Board

Cut flat. The board folds to easily empty contents.
Non-slip feet prevent the board from moving
while cutting.



Anti Cutting Glove

Worry free slicing and
chopping with this cut
protecting glove. One size
fits most left and right hands.

Card	Item	Upc
	29877	067742-298775
Inner	Master	Cubic
12	360	0.75



Card	Item	Upc
	29910	067742-299109
Inner	Master	Cubic
12	48	1.13



Watermelon Cutting Board

Ample room for all your cutting needs. Use alternate sides of the board for meat, fish or vegetables to avoid cross contamination.



Sleeve

Item	Upc	
29919	067742-299192	
Inner	Master	Cubic
6	24	1.41

Snap Cutting Boards

Easily slide chopped foods into pots and bowls. Durable for all cutting tasks. Snap & store.



3 pc Card

Item	Upc	
29936	067742-299369	
Inner	Master	Cubic
6	18	0.8



Avocado Cutting Board

Ample room for all your cutting needs. Use alternate sides of the board for meat, fish or vegetables to avoid cross contamination.

Sleeve

Item	Upc	
29921	067742-299215	
Inner	Master	Cubic
6	24	1.27



Triple Edge Knife Sharpener

A triple threat to solve all your sharpening needs. Ceramic rod, tungsten steel blade and diamond rod.



Card

Item	Upc	
13160	067742-131607	
Inner	Master	Cubic
6	48	0.6



TIME FOR TEA



Tea Mug & Infuser

Infuse, brew and enjoy a cup of relaxation. Borosilicate glass. Includes a cover.

Sleeve

Item	Upc
40140	067742-401403

Inner	Master	Cubic
6	36	3.14

Sloth Tea Cup Infuser

Sloth clings on the edge of your cup brewing a perfect up of relaxation. Stainless steel.

● ●



Card

Item	Upc
34010	067742-340108

Inner	Master	Cubic
12	144	2.56

Tea Infuser

Ideal for steeping the perfect cup of tea. 18/8 stainless steel.

● ● Irrescent

Card

Item	Upc
10042	067742-100429

Inner	Master	Cubic
12	144	2.57





Banana Tree

Hanging bananas promotes even natural ripening and prevents bruising.



Sleeve

Item	Upc
21750	067742-217509

Inner	Master	Cubic
6	24	3.24

Rainbow Egg Cups & Spoons

Start your day on the sunny side of the rainbow.



4 pc Giftbox

Item	Upc
12727	067742-127273

Inner	Master	Cubic
6	24	1.62

Salad Dresser

Dress to perfection. Mix and master tasty dressings sure to impress. Flavorful, fast and fun. Four delicious recipes included or create your own salad sensations. Capacity: 8.5 oz / 250 ml.

Sleeve

Item	Upc
87560	067742-875600

Inner	Master	Cubic
6	36	1.75



SNACK TIME



Condiments Mini

Iconic shape mustard, mayo and ketchup squeeze bottles sized for on the go.



3 pc Giftbox

Item | Upc
34817 | 067742-348173

Inner | Master | Cubic
12 | 96 | 1.85



French Fry Cone

Fabulous for fries, dipping veggies and other finger foods.



Card

Item | Inner | Master | Cubic | Upc
46408 | 12 | 96 | 3.35 | 067742-464088



Silicone Condiment Containers

Reusable cups for all your dipping delights.

3 pc Card

Item | Upc
46333 | 067742-463333

Inner | Master | Cubic
12 | 144 | 3.55

CUSTOM MADE DISPLAYS

Displays*

We can design ready to place floor or counter displays to merchandise any of our product lines in your store in style. Contact our sales department for more information.



*Special order only



6700 Thimens, Montreal, QC Canada H4S 1S5
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