

COFFEE BEAM

version 01

*Forget the cup!

First thing first, a cup is a cup. It might look nice, keep your java warm and not spill all over your dashboard, well that's a cup for you. We would not ask for less. So looking back at the last few years of Statoil's Coffee deal, the last couple of mugs have been a success. We decided to aim for the real issue; the Mug holder.

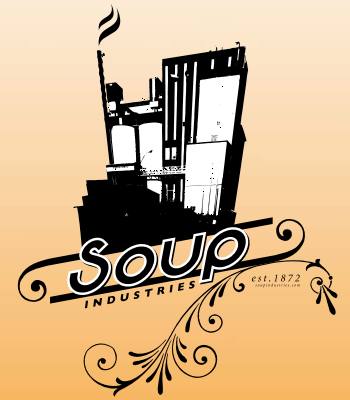


DETAILS:

1. Cup lid
2. Cup, heat resistant band for easy holding and safe grip.
3. Cup holder, Isolated aluminum casing.
4. Light source comes from a diode lit lamp, sparse on energy and strong enough beam.
5. The beam rises from the cup holder as the driver takes a sip of his newly brewed coffee, and finds him self set for the road with no problem locating the cup holder in a millisecond. Safe drinking and driving, Statoil style!

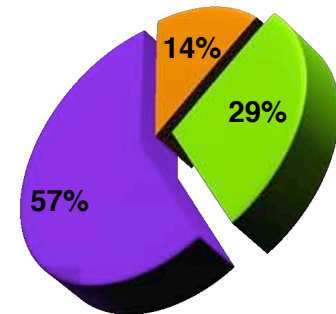
The old cup holds the heat badly, while the new holder keeps the heat longer.

Fumbling for the cup holder, could in extreme instances cause the driver to lose control over the vehicle, for only a split second and the result could be fatal. Is it a new CD or tuning in the right FM station, all for the good reason, but it might be the last thing you do, drinking your coffee could be to blame as well. We see Statoil having a unique chance with their coffee program to be more than just the design of a silly cup. Statoil could sow it's core values in taking on the future and content of their services. Making a coffee deal worth talking about is this. Make the deal, let your customers see the "light." Changing the everyday!



POLL

When asked what was most negative about the cup, the majority of cup owners responded to issues not relating directly to the mug.

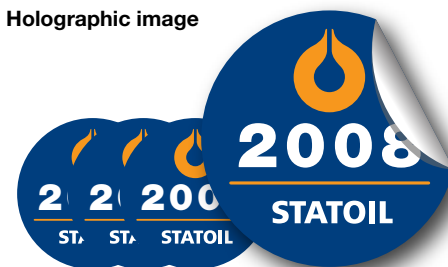


- Recycle (new cup each year)
- Safety (cup back in cup holder)
- Heat (coffee gets cold)

RECYCLE

For those new to Statoil's Coffee deal, a new cup is required, but for returning customers a sticker will be enough to verify the new subscription. Less waste is an obvious benefit.

Holographic image



FEATURES

- ✓ Cup holder with light beam so the driver can easily navigate the cup back in it's place.
- ✓ The light beam is lit when the cup is detached from it's base.

 **STATOIL**

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