



Out Designs  
Out Performs  
Out Lasts

All other unbreakable drinkware collections

It is the World's Finest Unbreakable Drinkware

The Marc Newson unbreakable drinkware collection is a genuine new product which uses innovative technology (2-shot moulding and non-slip material) to achieve a break-through in design and functionality.

This was recognized in the citation accompanying the Red Dot award. "The drinking glasses of this product line are made from unbreakable material. The dishwasher safe glasses are stackable and feature a non-slip bottom. Their compact design and low centre of gravity ensures good stability. By means of an innovative technology, striking colour effects are created. In the green version they glow-in-the-dark. The curved shape is a pleasure to hold in the hand."





"Marc is without question one of the most influential designers of this generation," Ive said in a [statement provided to Vanity Fair](#), which broke the story. "He is extraordinarily talented. We are particularly excited to formalise our collaboration as we enjoy working together so much and have found our partnership so effective."

Newson, who will continue to be based in the United Kingdom, will be an employee of Apple, and will be frequently traveling to the company's Cupertino, California, headquarters. The industrial designer has had his work archived by MoMA, and has been commissioned by Ford, Nike, and Qantas Airways, among others.

Ive and Newson, who have been [close friends for years](#), have been spending time together over the past year. During that time, they have also worked on some designs for Apple.

The pair previously collaborated on U2 singer [Bono's \(RED\) auction in November](#), which raised \$26.2 million for the Global Fund to Fight AIDS in Africa. Ive and Newson curated a collection of items, many of which they made themselves.

"I'm full of admiration and respect for the extraordinary design work that has been produced by Jony and the team at Apple," Newson said. "My close friendship with Jony has not only given me a unique insight into that process, but the opportunity to work together with him and the people that have been responsible. I am enormously proud to join them."



Marc Newson, Bono, and Jonathan Ive



Note the similar design language





Whisky  
285ml

Highball  
425ml

Wine  
300ml

Flute  
180ml



Clear

Vivid blue

Green  
glow-in-dark

Orange

Black

Klein blue

White





Entry in 2014 Red Dot Design Yearbook and in On-line exhibition



**Marc Newson Unbreakable  
Drinking Glasses**  
Trinkgläser

**Manufacturer**  
Palm Products, Moorabbin,  
Victoria, Australia  
**Design**  
Marc Newson Ltd (Marc Newson),  
London, Great Britain  
**Web**  
[www.palmproducts.com.au](http://www.palmproducts.com.au)  
[www.marc-newson.com](http://www.marc-newson.com)

The drinking glasses of this product line are made of unbreakable material. The dishwasher safe glasses are stackable and feature a non-slip bottom. Their compact design and low centre of gravity ensures good stability. By means of an innovative technology, striking colour effects are created. In the green version, they glow in the dark. The curved shape is a pleasure to hold in the hand.

Aus einem unzerbrechlichen Material sind die Trinkgläser dieser Produktlinie gefertigt. Die spülmaschinenfesten Gläser sind stapelbar und mit einem rutschfesten Boden ausgestattet. Ihr niedriger Schwerpunkt ermöglicht eine gute Standfestigkeit. Unter Einsatz einer innovativen Technologie entstehen markante Farbeffekte, welche im Falle der grünen Ausführung im Dunkeln leuchten. Die geschwungene Form liegt haptisch angenehm in der Hand.

**Statement by the jury**  
These unbreakable drinking glasses have a high utility value. Their coloured bottoms are not only easy to discern but also visually appealing.

**Begründung der Jury**  
Von hohem Gebrauchswert sind diese unzerbrechlichen Trinkgläser, deren farbige Böden eine Unterscheidung erleichtern und zudem visuell reizvoll sind.



## Why is it the finest?



### 1. Recognized Designer Credentials

- Designed by Marc Newson – one of the world's top product designers. (page 8)
- Winner of a 2014 Reddot design award – product – one of world's most important design awards



- Winner of a Form 2014 award– a design competition run in conjunction with Tendance Trade Fair in Frankfurt



- Winner of a 2013 Australian Design Award



- Stocked at Barneys New York



### 2. The Most Beautiful

- Looks like glass
- Classic rounded glass-like shapes
- Perfect proportions
- Contemporary simplicity
- Integrated design across range



- Solid colour bases – choice of 6 colours



- Glass-like feel
  - Weighted bases
  - Balanced in the hand
  - Smooth curved shapes – a pleasure to hold





Why is it the finest?



reddot award 2014  
winner



### 3. The Most Functional

- Unique non-skid base



- Stable
  - Compact shapes
  - Weighted bases



- Stacking tumblers





## Why is it the finest?



### 4. The Highest Quality

- Glass-like sparkle
  - Perfect machining and 1 micron polishing for ripple-free surfaces that are better than many made from glass.
  - Best in class finish – visibly better
  - Each glass is individually checked and hand finished



- Made by Palm Products in its own boutique factory in Melbourne Australia by its own committed staff . Competitor's products are typically outsourced to mass-scale Asian factories.

### Quality Certifications

- Environment Standard ISO14001



- Ensuring measurement and continuous improvement of environmental impacts

- Quality Standard ISO9001



- Ensuring traceability of materials
- Ensuring measurement and continuous improvement of quality levels

- Automotive Standard ISO16949



- Ensuring automotive standards of procedures, inspections and training
- Adoption of Toyota production method



## Why is it the finest?



### 5. Packaging

- Designed by Marc Newson, the pack is a work of art.
- The labels are colour-coded to the base.
- It is recommended that the glasses be sold individually as many customers like to mix and match the colours.
- The boxes can be on-shelf with back-up stock, and can be stacked.
- They can be also used as gift boxes.



### 6. The Most Unbreakable

- The clear top is made from BPA free Tritan – competitors such as ZAK and Guzzini use cheaper and weaker SAN or acrylic
- The rounded shapes, the absence of joins and the adequate cross-sections gives the range great strength without any weaknesses.
- The collection is guaranteed to be unbreakable in normal use (see 9 below)

### 7. The Most Dishwasher Safe

- BPA free Tritan is chemical and heat resistant and is commercial grade dishwasher safe and will have almost an indefinite life in a domestic dishwasher
- Some competitors label SAN based product as dishwasher safe with temperature limit of 70 degree C. Many dishwashers operate at higher temperatures. SAN eventually goes white and will crack.
- Acrylic starts to degrade from the first wash with cracking observable within 3 to 5 washes.
- Polycarbonate is attacked by dishwashing chemicals and will crack unless properly annealed.

### 8. Best Value

- The combination of commercial grade dishwasher stability and guaranteed unbreakability means that this collection will outlast competitors made from un-annealed PC, SAN and acrylic many times.

## Why is it the finest?



### 9. Lifetime Product Guarantee – Replacement Policy

- Any product confirmed by visual inspection to have a defect in materials or workmanship will be replaced.
- Products damaged by normal wear, improper care (see below) or abuse will not be replaced.
- The Marc Newson collection is guaranteed to be unbreakable in normal use.
- **How to claim a replacement**  
Return the product to the place of purchase with the original sales docket and it will be replaced free of charge. (dependant on stores policy)
- **Or send the product with a request for replacement to:**  
Palm Products  
704 South Road  
Moorabbin, 3189  
Victoria, Australia
- Postage costs will be refunded if claim accepted

### Care Instructions

- The Marc Newson range is dishwasher safe and will last indefinitely with normal levels of heat and detergent.
- Modern dishwashers with their low velocity jets and moderate temperatures are the best way to retain the original surface sparkle and clarity.
- If washing by hand, avoid using a scourer or nylon brush as this may scratch the surface.
- Light buffing with a lens cleaning cloth will remove some small scratches.
- Avoid using strong solvents as they may cause permanent damage.



## Retailer benefits



### Retailer Benefits

#### Innovation drives sales

- Innovative designer shapes
- Innovative use of colour
- Innovative functionality
- This category is largely commodity based – differentiation has mainly been through branding, and cosmetic changes to shape and colour.
- The Marc Newson collection is a genuine new product using innovative technology (2-shot moulding and non-slip material) to achieve a break-through design and performance

#### Premium Price Positioning

- Long life gives superior consumer value
- Higher dollar margins
- Lower discount pressures

#### Retailer Branding

- Premium positioning enhances retailer's brand
- Premium product helps retailer differentiate from mass-merchandise stores





### Customized POS

Customized POS is available to deliver the key messages in-store

### PR

Artwork for magazine insertion is shown below



reddot award 2014  
winner



The Red Dot Design Award is an international product design prize awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany.

Marc Newson Unbreakable Drinkware by Palm is the proud recipient of this prestigious design award.



The World's Finest Unbreakable Drinkware  
[www.palmproducts.com.au](http://www.palmproducts.com.au)



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The World's Finest Unbreakable Drinkware  
Robert Wilson: [robert.wilson@palmproducts.com.au](mailto:robert.wilson@palmproducts.com.au)  
[www.palmproducts.com.au](http://www.palmproducts.com.au)



## Why is it the finest?



### About Palm Products

#### Winner 2014 Australian Marine Export Group – Achievement Award

Founded in the 1960's, PALM PRODUCTS is an Australian owned and operated designer and manufacturer of precision plastic automotive parts and unbreakable drinkware and tableware products.

Palm Products is the largest supplier of unbreakable drinkware into the Australian retail market.

These products are also exported to Europe, Middle-east, Asia and North America.

Its automotive components can be found on Toyota, Ford, GM, Porsche, and Hyundai vehicles and on Kenworth, Volvo trucks and IVECO trucks. 25% is exported to Thailand, Spain, Hungary and India.

The skills to make high quality drinkware have been learnt from the manufacture of automotive Instrument lenses, mainly for Toyota.

All products are made at Palms' state-of-the-art facility in Melbourne, Australia.

Vertical integration from design, through R&D and manufacturing, to sales and marketing ensures total control of the process.

Automation, use of the Toyota production Method and lean supply chains has resulted in Asian competitive costs

The relative small scale of the facility assists with flexibility and enables customization of products

The facility is accredited to automotive standard TS16949, quality standard ISO9001 and environment standard ISO14001.

The collaboration with Marc Newson was an important step for the company as it brought together the design skill of Marc Newson and the ergonomic and engineering skills of Robert Wilson.



### About Robert Wilson

Palm Products is owned by Robert Wilson. He has a Bachelor of Engineering degree from Melbourne University and an MBA from Manchester Business School in the UK.

Prior to purchasing Palm Products he had a corporate career in engineering, in sales and in marketing, achieving the role of General Manager of Herbert Adams. FMCG company making pastry products.

He is, however, an engineer at heart which led him to purchase Palm Products. The facility and products developed at Palm Products reflects his drive for engineering innovation and excellence.

Whilst at University, he studied ergonomics (the design of products for people). He believes the starting point for all products is how they work when in use. He strives for an elegance in this relationship.

During his MBA, he specialized in organization theory (the design of organizations for people). This he applies daily, striving for happy and productive staff.

The “yang” in his life comes from his enjoyment of distance running, sailing, snow skiing, the performing arts and his relationship with his partner and his 3 children.





## Why is it the finest?



### About Marc Newson

Marc Newson has been described as the most influential designer of his generation. He has worked across a wide range of disciplines, creating everything from furniture and household objects to bicycles and cars, private and commercial aircraft, yachts, various architectural commissions, and signature sculptural pieces for clients across the globe.

Born in Sydney, Newson spent much of his childhood travelling in Europe and Asia. He started experimenting with furniture design as a student and, after graduation, was awarded a grant from the Australian Crafts Council with which he staged his first exhibition - featuring the Lockheed Lounge – a piece that has now, twenty years later, set three consecutive world records at auction.

Newson has lived and worked in Tokyo, Paris, and London where he is now based, and he continues to travel widely. His clients include a broad range of the best known and most prestigious brands in the world - from manufacturing and technology to transportation, fashion and the luxury goods sector. Many of his designs have been a runaway success for his clients and have achieved the status of modern design icons. In addition to his core business, he has also founded and run a number of successful companies, including a fine watch brand and an aerospace design consultancy, and has also held senior management positions at client companies; including currently being the Creative Director of Qantas Airways.

Marc Newson was included in Time magazine's 100 Most Influential People in the World and has received numerous awards and distinctions. He was appointed The Royal Designer for Industry in the UK, received an honorary doctorate from Sydney University, holds Adjunct Professorships at Sydney College of the Arts and Hong Kong Polytechnic University, and most recently was created CBE by Her Majesty Queen Elizabeth II.



Pictured above in Vanity Fair November 2013 (left) with Apple's Jony Ive

His work is present in many major museum collections, including the MoMA in New York, London's Design Museum and V&A, the Centre Georges Pompidou and the Vitra Design Museum. Having set numerous records at auction, Newson's work now accounts for almost 25% of the total contemporary design art market.

Newson has been the focus of on-going and intense interest in the media, generating significant editorial value for his clients, and he has been the subject of a number of books and documentary films.

He is married with two children.

