

The environmental concerns of Sweden Crystal Design:

- All articles of Sweden Crystal Design are 100% environmentally friendly manufactured in our glass studios.
- All melting furnaces, equipment related to manufacturing (cooling owns, cutting benches etc) and facility heating are heated and maintained by using "Good Environmental Choice" labeled electricity.
- (In Swedish labeled "Bra Miljöval" el) – renewable energy from hydroelectric power and wind power.
- All excess energy from heating/manufacturing processes is recycled.
- All packaging material and timber are of Swedish origin, from renewable natural Swedish forestry. All manufacturing is in accordance with the environmental legislation of Sweden, the European Union and the CSR concept, Corporate Social Responsibility and Identity.

Customer cases –

A selection of different design solutions based on client frame of demands.

Each customer's different frame of demands results in a unique, customized design.

The following cases presented below – Autoliv – Timrå Municipality and Ericsson, are examples chosen as their frame of demands are total contrasts compared to each other, and the design solutions are subsequently totally different.

I find these examples below to be good demonstration examples of different designs based on different customer demands.



Example # 1 – Autoliv

Frame of demands: High profile of logotype and corporate color

In this example, the frame of demands where based on Sweden Crystal Design to create a work that was highly profiling the corporate colors (black and dark blue) and the corporate name (in dark blue) of Autoliv to the recipient.

(Please take notice that the prototype to the right is not the final design that you viewed last Friday. The final result was the sculpture where the coil combined the blue and black colors together.)

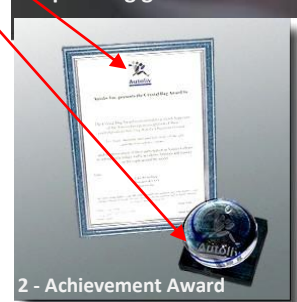
1 - Frame of demands by Autoliv – profiling gift:

- High profiling value - **high importance. (On scale 1-5= 5)**
- The design is to be an artistic and symbolic interpretation of our product – *our airbags, safety and quality* – **above average importance. (On scale 1-5= 3)**
- Clear presence of logotype/corporate color, logotype and clear crystal glass – **high importance. (On scale 1-5= 4-5)**
- *The artistic interpretation of the crystal articles can stand back* for a higher profiling of corporate brand and logotype – **Yes - important. (On scale 1-5= 4)**
- Clear presence of logotype – on the crystal article, crystal pedestal, certificate and wooden chest – **high importance. (On scale 1-5= 4-5)**

2 - Frame of demands by Autoliv – achievement award:

The frame of demands where over all very similar, with the only exception of higher presence of clear crystal glass (yet with clear presence of corporate colors).

A smaller work more convenient for airplane travel, etc.





TIMRÅ KOMMUN

Example # 2 – Timrå Municipality

Frame of demands: Consistent design with high presence of artistic interpretation of the municipality coat of arms and description statement -

“In fields of gold, above a by scattered waves formed and lowered blue beam, are the growths of two red pines”

Background:

Our client wanted a design solution providing -

1. The highest attention value possible.
2. The highest long-term attention value possible.
3. The best long-term cost efficiency possible.
4. The strengthening of, and investment in, the municipality trademark.
5. A collection with consistent design in all art crystal works.

The design is consistent in all art works:

- Representation gifts for domestic visitors.
- Representation gifts for visitors within the municipality.
- Anniversary gifts and retirement gifts, etc.
- Interior decorations for added visitor remembrance of the design.
- Outdoor decorations.

The collection today is a multitude of articles **with consistent design**, from smaller articles like apples and small bowls, to larger works such as vases, sculptures for interior decoration and outdoor obelisks.

1 - Frame of demands by Timrå Municipality – design of crystal articles:

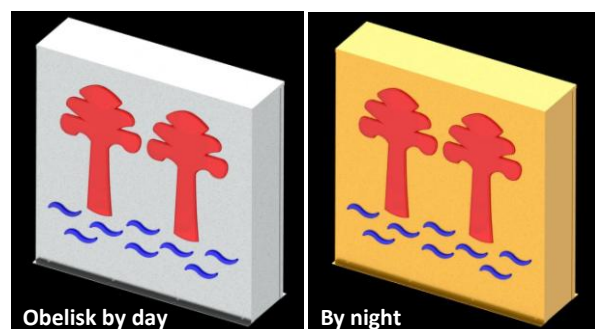
- High attention value based on artistic interpretation of the coat of arms – **high importance. (On scale 1-5=4)**
- Artistic presence and interpretation of coat of arms - **more important – high importance. (On scale 1-5= 4)**
- The recipients are still clearly to recognize that the design is based on the municipality coat of arms –**high importance. (On scale 1-5= 4)**
- Inlay of 24 carat gold for extra attention *(from the description “fields of gold”)*.
- “Straight forward” traditional, hard profiling design in crystal article – large etching stickers, **exact rendering of motif**, etc – **not important. (On scale 1-5= 1)**

2 - Demands for certificate and details:

- Depiction of values and historical depiction of coat of arms in certificate, with logotype/coat of arms - **high importance (On scale 1-5=5)**
- Wooden chests with coat of arms burned onto the chest. **Yes.**

Explanation in short - client frame of demands:

- The artistic interpretation of the municipality coat of arms and historical description has high importance in the crystal works.
- Presence of logotype /statement of values have instead high importance in certificates and details.
- Our latest project is the creation of a large obelisk in crystal glass, further continuing the design line and trademark investment.





Example # 3 – Ericsson

Frame of demands: High presence of artistic interpretation of the global presence and corporate colors of Ericsson (and Turkcell)

Background:

Originally designed for the celebration of the joint venture between Ericsson and Turkish telecom company Turkcell during the 1990:s.

This design product was from the beginning used for representational and profiling occasions.

Pleased with the design and success in using the product, Ericsson decided to continue to use their design, and to expand the area of usage.

The only change from the original design is a slight change in the color setting, which was slightly adjusted (with basically the same frame of demands) to match the Ericsson corporate color of today.

The design is developed to be the given choice for a multitude of purposes. Ericsson's design product is today used as representation gifts for domestic visitors, international visitors, anniversary and retirement gifts, etc.

The design is of course applicable to a whole collection of articles – from larger works to a collection of for instance table glasses etc .



Current frame of demands by Ericsson:

- An artist's interpretation of the global presence of Ericsson.
- A central presence of, and connection to, the Ericsson corporate color.
- High attention based on design and inlay of pure silver.
- A positive conveyer of corporate values all over the world, **irrespective of cultural background and traditions.**
- Artistic work - more important than a "straight forward" hard profiling design.
- Adding attention value to the brand by a discrete logotype etched in the base of the work (**by choice**).
- Adding attention to the core values of Ericsson and the occasion through the certificate.
- For representational occasions, a business card with a personal message is often placed together with the gift in an exclusive wooden chest (**and occasionally together with pedestal or light base with a brass plaque / text related to the occasion**).