



Welcome to

Sweden Crystal Design

The Design- and Marketing Organisation of the Art crystal Glass Workshops

- Founded in 1986 -

- Management Design – Customer Cases –

- Quality demands Quality! -



Address:

Sweden Crystal Design

Box 471 – SE – 201 24 Malmö Sweden

Tel: 040 23 68 73 Fax: 040 97 34 19

E-mail: swedencrystal@swedencrystal.com

Web address: [www.swedencrystal.com / se](http://www.swedencrystal.com/se)



Customer case: Westinghouse

The Westinghouse Collection –

Background and frames of demand of the collection

The first contacts between Sweden Crystal Design and Westinghouse resulted in an early statement of frames of demands for a flexible collection suitable for a multitude of purposes – brand positioning, representation, achievement awards, retirement gifts, a part of board room interior design - etc.

The design is to achieve high attention value, stating the values of Westinghouse, and achieve cost efficient trade mark care.

The blue and yellow colours are the corporate colours of Westinghouse – the design and products are to clearly state Westinghouse as the giver, and facilitate the communication of several key issues for the group to be emphasized:

Environmental concerns, safety, quality, values and the constant safety- product- and design development of the Westinghouse group.

Their products are in great demand by the most demanding and particular customers around the world.

The first and main issue was for the symbolism, quality, values and recognition factor in the products:

- ◆ To clearly state Westinghouse as the giver, thereof the clear presence of corporate colours,
- ◆ The collection was to be a part of the brand positioning process of Westinghouse,
- ◆ To clearly state the values of Westinghouse,

The Toshiba – Westinghouse Celebration:

Sweden Crystal Design was once again contacted when the sale of Westinghouse to Toshiba was celebrated.

The successful long-term cooperation between Sweden Crystal Design and Westinghouse made Sweden Crystal Design the natural and obvious supplier choice for the exclusive celebration gift from Westinghouse to Toshiba.



The Westinghouse Collection – Background and facts:

Westinghouse exists all over the world and strongly emphasizes being a global group. The corporate colours are blue and yellow – and the globe can be blue and yellow.

The Westinghouse' gift recipients are all over the world – thus the gift must be functional where different manners and customs occur. The saying goes that “our future is electrifying” – electricity powerfully sparkling like silver.

Westinghouse stands for quality. The gift must therefore give out quality and be a unique one with a high attention value. It should create positive sentiments and admiration. The symbolism should clearly indicate Westinghouse as the giver.

Presentation of the collection

The corporate colour of Westinghouse is **blue** – the corporate colour BNFL is **yellow** – the Sea is blue – the Sun is yellow – **electricity** sparkles like **silver**.

Westinghouse' blue and yellow corporate colours are equal to **energy** and the **upcoming of life**. This is what Westinghouse stands for in our society today, symbolized by the forms, the colours, the silver and the pattern and the **product** as a whole.

The requirements above have been the basis of the design ideas of the crystal glass articles in Westinghouse Collection.

The crystal glass artist and the crystal glass workshop

The articles are made at Studioglas Strömbergshyttan that today belongs to the small exclusive circle of well-reputed glass workshops in the world. Their products are in great demand by the most demanding and particular customers around the world.

The skill of the glassblowers and the creativity of the artists are impressive. They have created a huge amount of attention on TV and in media worldwide. **Mikael Axenbrant** is the artist behind the Westinghouse Collection.

Important facts

The articles are designed and fashioned in such a way that they endure rough handling, especially so when packed in the wooden chests. They also easily fit into hand luggage not to mention a suitcase. The weight is low and they do not invoke negative attention at the airports' customs- and security controls.

Sole customer rights

The collection and design idea is created for Westinghouse exclusively. This means that only Westinghouse can buy these articles.

Product- and responsibility insurance

The articles are product- and responsibility-insured through the manufacturer: the insurance is valid in the USA, England and in the rest of the world where that kind of insurance exists.

Certificate of authenticity

A certificate of authenticity is included with each article, describing the design process of The Westinghouse Collection. Certificates will be written in English and a second language of your choice.

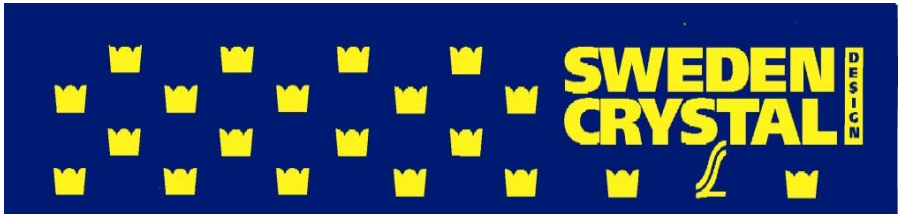
The Product

Each handmade article is signed by the artist and delivered in a handmade wooden case. Each article is etched with the logo of your specific choice: BNFL or Westinghouse. The cases will also be branded with specified logo. The default etching of articles and branding of cases will be Westinghouse, unless other requests are made.

Sweden Crystal Design AB

Box 471, SE-201 24 Malmö, Sweden. Phone: (int. +46) 40-23 68 73, Fax: (int. +46) 40-97 34 19

E-mail: sweden.crystal@telia.com Web address: <http://www.swedencrystal.se>



Customer case: **ERICSSON** 

Sweden Crystal Design - 20 years as supplier for Ericsson presents - The Design Ericsson Globe

Exclusively designed for Ericsson to create lasting values, image and for simplifying the business - and communication process

The Ericsson Globe

Exclusively designed for, and according to the frame of demands by Ericsson. The design is using the corporate blue colour of Ericsson, clear crystal and inlayer of pure silver within the globe. The symbolic multitude of the design can certainly suggest the possibilities and strength of Ericsson in bringing new innovations and businesses to life.

The inlayer of silver in the Ericsson Glob can reflect the cyber space of our time – as well as the global network of modern communication. The Ericsson logotype is melted underneath and visible when viewing the globe from above.

The three sizes of The Ericsson Globe

Large, medium and small – all globes fit nicely into your hand luggage! The design of Ericsson Globe is designed to not awake negative attention at the custom- and security controls at the airports.

Glass artist

Mikael Axenbrant

Glass studio

Studioglas Strömbergshyttan

The price includes

The globe - signed by the artist, melted Ericsson logotype underneath, Ericsson business gift card with logotype and space for personal messages for your recipients. Everything is packaged in exclusive, handmade wooden chests with the Ericsson logotype burned onto the chest.



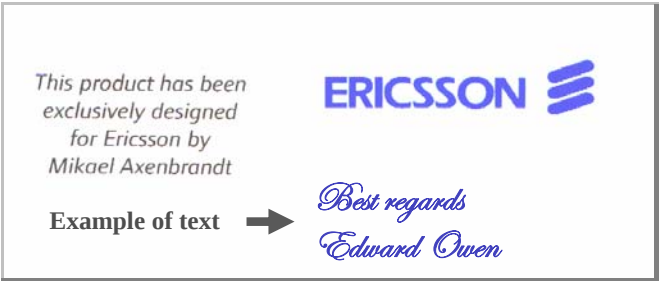
The Ericsson Globe – exclusive and specially designed with exclusive customer design rights for Ericsson!



Each Ericsson globe is delivered in exclusive handmade wooden chests with the Ericsson logotype burned onto the chest, together with the Ericsson business gift card with space for personal messages.
Accessories: Polished pedestal and brass plate.



One of the exclusive wooden chests of Ericsson – delivered with the Ericsson logotype burned onto the chest, and the Ericsson business gift card – all included in the price!







Customer case: FOLKE BERNADOTTE ACADEMY

Folke Bernadotte Academy -FBA - A Swedish government agency dedicated to the improvement of quality and effectiveness of international crisis management, as well as peace - and disaster relief operations.

The Heraldic Emblem are in various ways the symbol for background, characteristics, as well as aims of the Folke Bernadotte Academy - FBA.

- ◆ The heraldic emblem of FBA carries the colours blue, gold & red, thereof the colours in the articles.
- ◆ FBA and the network of FBA work around the globe – thereof the yellow band around the articles, representing a bridge between people. The network of FBA is symbolized by a golden pattern in the article.
- ◆ The three crowns stand in official heraldic for Sweden; The larger crown symbol on top represents the public agency, therefore the embedding of 24 carat gold in the collection.
- ◆ The symbol of the globe below represents the idea of a highly internationalized institution with aims and activities spanning world-wide.
- ◆ Therefore the round shape of the articles and the red circle shape of crystal as well, indicating the prioritized international direction of FBA.



FOLKE BERNADOTTE ACADEMY



Customer case:



The Autoliv Crystal Protection Bag Award

Autoliv is the world leader in the field of crash bags. Autoliv's company colour is blue as the blue crystal coil in the crystal piece. The Crystal Bag Award is presented to selected Suppliers of the Autoliv Group in recognition of their contributions to fulfilling Autoliv's business mission –

“ To creat, manufacture, and sell state-of-the-art automotive safety systems “

The frame of demands was short, but crystal clear regarding accuracy for the final design of the product:

- ◆ The design is to be an artistic and symbolic interpretation of our product – **our airbags, safety and quality,**
- ◆ The design is to have a presence of our corporate colour and clear crystal,
- ◆ To clearly state our business mission – No. 1 in our field– car safety,

There for, the first design and prototype by designer Lars Sestervik was a design and interpretation of exactly that – an airbag in use as the life saving product it is – named:

“The Autoliv crystal art cushion”

Autoliv chose to continue developing the design idea further with the designer– resulting in the final result viewed on the far right of this presentation:

“The Autoliv Crystal Protection Bag Award”



The Autoliv Crystal Protection Bag Award

The products of Autoliv are associated with safety and quality. The crystal bag of Autoliv is made of clear crystal with an blue, uncompromising crystal coil, which finishes at the top of the crystal bag.

This is to symbolise the air bags practical function, to alleviate injuries and save life's – with out compromise...



Autoliv Inc. presents the Crystal Bag Award to

The Crystal Bag Award is presented to selected Suppliers of the Autoliv Group in recognition of their contributions to fulfilling Autoliv's business mission –

“ To create manufacture and sell state-of-the-art automotive safety systems “

- and in appreciation of their participation in Autoliv's efforts to substantially reduce traffic accidents, fatalities and injuries on the roads around the world.

Date

Lars Westerberg

President & CEO Autoliv Inc

The Autoliv airbag shaped Crystal Bag Award is signed and registered item of the Sweden Crystals Design Collection. It is made from pure Swedish crystal and shaped by hand by skilled craftsmen according to the artistic intentions

Sweden Crystal Design

Design Artist

.....
Staffan Lessner

.....
Mikael Axenbrant