

fusionbrands® -where icons begin...

Everyday tasks can always be made easier, faster and more pleasurable. By blending material-science into simple machines, fusionbrands® does just that and their products are already highly respected in the design community.

It has been our assignment to generate their way into the lives of general consumers. Together in 2007 JBCPR and fusionbrands launched their new product line. Using seasonal news hooks, and out of the box personal pitches as well as Social Media tools like viral videos and technology blogs the fusionbrands PR campaign created industry and consumer excitement about this unique company, its philosophy and products.



iceorb® won an honorable mention in 2009 **I.D. Design award** and was also a finalist in the 2009 **Housewares Design Award**



thefoodloop® nominated for the 2005 **Gourmet Gold**



poachpod® winner of the **Gourmet Gold** and **I.D Design award** 2007

Media Results

solutions | PRODUCTS OF THE MONTH



Ice-cube maker, \$16
PROBLEM: Just filled one tray on the way.
SOLUTION: With this 2-in-1 combination tray, when one tray is cooled and frozen, the lower tray will hold the water you want. Then, pop out the lower tray and the ice cubes, which melt away into the top tray. There's even a double-duty container to keep wine or food cool. To buy: fusionbrands.com.

COMFORT FOOD NOW
bon appétit

REAL SIMPLE

| life made easier |

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THE INTERNATIONAL DESIGN MAGAZINE — "The year's best cutting-edge design!" Discover the latest products, graphics, furniture, websites, and gadgets from the stars of today—and tomorrow. All-Right 2009. www.annualdesignreview.com

I.D.
Annual Design Review 2009



Ice Maker / \$16

Just five inches tall, this space-age-looking container chills food, dips, and beverages and can make 21 ice cubes. The silicone exterior holds the ice cubes, keeping them from melting in the bucket. fusionbrands.com

ICEORB

Upon spotting this combo ice tray/bucket/mini-cooler early in the day, Brown whisked the IceORB to the office kitchen. By lunchtime there were results worth evaluating: 21 round cubes popped out of the stretchy skin with a satisfying crunch, and a trial juice bottle turned cold quickly once slipped into the cylinder's hard-plastic core. "I'm buying it," Brown concluded.

Design Graphics: I.D. Development (Brooklyn, NY) [fusionbrands.com](http://www.fusionbrands.com)
 Client: Fusionbrands



ICEORB
 Midway Panhandler,
 nr. University Pl.;
 966-3434.



Paris Hilton at the FIFA Awards (Fragrance)
 Recipient of celebrity gift bag containing a cupcooley from fusionbrands.



House Beautiful

WHAT EVERY HOUSE NEEDS
 THE ULTIMATE CHECKLIST!
 LIVE BETTER DECORATE BETTER FROM YOUR LIVING ROOM TO YOUR KITCHEN



November 10, 2009 | Fusionbrands
 Do you greasy you in having as soon
 Luckily (Amazing item re this an bacon are he temper you ca
 ending up on the tongs. After all that f
 the dishwasher. As a side note, I won
 same silicone material as those newf
 way?

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Ice Cube Tray
 Huge selection, great deals on Ice Cube Trays.

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