

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



COMFORT FOOD NOW
bon appétit

REAL SIMPLE
| life made easier |

**Live well on less:
71 ways to spend smarter
(and save a lot)**

Expert advice for thriving in tough times
Delicious recipes from warehouse-club staples
Spring trends 101: what's new for you



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



ICE ORB
Madway Panhandler,
nr. University Pl.;
966-3434.



Ice Maker / \$16

Just five inches tall, this space-age-looking container chills food, dips, and beverages as 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: Graphica, I.D. Development (Brooklyn, NY); Image: Shown, previous Client: Fusionbrands



November 10, 2008 | Fusionbrands

Do you greasy you in having as soon

Lucky! (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 wonc same silicone material as those newf way?

