



A sustainable tea-making device without electricity, batteries, or photovoltaic panels

## WHAT WE CREATED

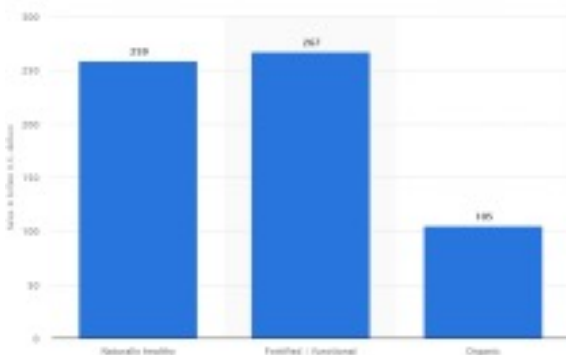
Our founders were inspired to make a transportable, eco-friendly product. The Tea-Zer adds warmth to users' days by heating tea or any decoction, all without the use of electricity. It helps customers **lead a healthier life** while feeling confident in the **environmental sustainability** of their tea-maker.

## INDUSTRY

Health and wellness are often described as a process followed to achieve better mental health and physical wellbeing. During the last couple of years, people have become more self-aware about the importance of staying healthy.

In fact, 5.3% of the global economic output is generated by the health and wellness industry:

- Personal Care, Beauty and Anti-Aging (\$1,083 billion)
- Healthy Eating, Nutrition and Weight Loss (\$702 billion)
- The overall wellness market was valued at \$4.2 trillion during 2017



These days, an increasing number of people are looking for natural health products. Creating natural remedies to boost energy and treat disease has become a worldwide trend over the last decade. But these remedies are difficult to make when people spend most of their time outside the home.

With the Tea-Zer device, users can make whatever concoction they're in the mood for to warm their day. All they have to do is add water and the FRH bag supplied by Tea-Zer.

The device functions as a thermos on top of creating teas, keeping its contents warm as the user goes about their life.

Key benefits:

- Healthy product
- All-weather
- Fast results
- Thermos
- Eco-friendly approach



As an **innovation agency**, we did the followings:

- market research and competition
- brainstorming
- 8 concepts
- 2 design
- mechanical engineering study

Tea-Zer was shortlisted in SHAPL competition.



## WE AT ORANGE-CIRCLE

When engineering meets creativity, valuable products are developed. Our company focuses on the end result – satisfying consumers with high-quality, environmentally friendly devices that improve their lives.

We strive to think ahead of our time and provide solutions to problems the market is yet to realize.

### CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

### BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

### LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)