

**Pods Of
Power**



MyCafe.com

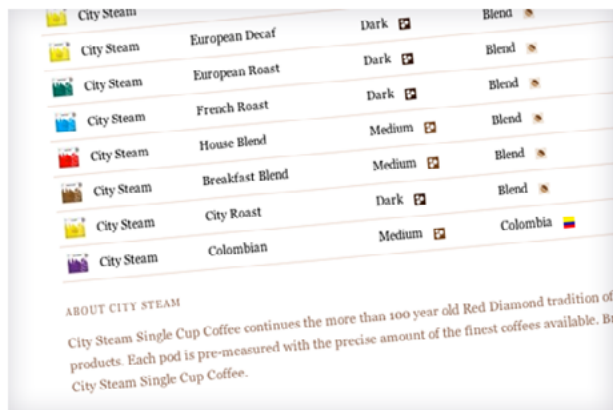
You're tired. You need a cup of coffee to help you come to life. Stat. But you don't need 6 cups, you just need one. One perfect cup, brewed just for you. So pick your favorite coffee pod, grab that mug your kids gave you for your birthday, and let the MyCafe Brewer jump start your day.



L

"Plumblin's work on MyCafe.com has given us a platform to educate consumers and conduct basic e-commerce. I am looking forward to working on enhancements to both our MyCafe and BUNN@home sites with Plumblin in the near future."

- Lisa, Director of Marketing at Bunn Corporation



Specifically Plumblin designed and developed a complete, e-commerce enabled, dynamically driven and content managed website for MyCafe.com. We started with detailed user interface studies, site maps and wireframes, and then created a simple, friendly, and easy to navigate, user experience. We designed each product image in a way that allows them to be updated or extended easily, and leveraged original photography to help tell the brand story.

R *"I love lifestyle products. I love the idea that there are different lifestyles to lead and that there are accessories to go with them. For BUNN, we built a consumer-targeted benefits-oriented website for quick-brewed coffee pods that has taste appeal, a well-sorted product list, easy-to-navigate categories, shopability and plenty, plenty of lifestyle."*
 - Robert, Design Director at Plumblin

Creative.

We're Creative.

We're bold. Enthusiastic. Passionate about what we do. We gather inspiration from the things that most people overlook. We are consistently driven to create something new or different. To explore, imagine, invent. But creativity without purpose is nothing more than a pretty idea. So we add action to creativity and the result is design that not only looks good, but also makes people respond.



It Ain't Magic.

There's nothing up or sleeve. Really. To get your message across uniquely, clearly, and convincingly, we need to work in the real world. Good design solves communication problems, but great design strikes that delicate balance between strategy and aesthetics. And that can only be achieved with expertise, insight, and effort. There's nothing mystical about it. Yet it's magic when it all comes together.



We Make New.

You're probably not going to hire a creative firm to give you what you already have or to do what you could do yourself. You have an idea that you need to make real. You need to make it stand out. Be seen. Get heard. To do that, you need us to create something that is new or better than it was when you brought it to us. That takes brains, effort, dedication, and talent. And sometimes, it takes a leap of faith.

Plumblin^e

info@plumblin^e.com | 707.251.9884

1754 2nd Street, Suite C | Napa, CA 94559