

1/2 SmoothCup

smoothCup
reusability that's easy



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Solution

The problem with commuter mugs is that they are bulky and inconvenient to carry in a backpack or laptop bag. The problem with disposable cups is that they are simply too convenient because of their purpose of being onetime use.

SmoothCup solves these issues by catering to the benefits of both disposable cups and commuter mugs. SmoothCup compresses to the size of a hockey puck when the user is done with their beverage, easily fitting in the smallest of bags. It is easily washed, re-used and only has two parts: The silicone cup and the plastic cap that rotates to seal the mouth hole.

Instant access, ruggedness and compactness are key to making smoothCup and other re-usable products a growing part of peoples daily habits.

Problem:

Unfortunately, users prefer disposable products for many reasons such as cleanliness,

Drink Sustainably

betaCup

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SmoothCup

Creative's profile



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