

Keurig B-70 EcoBrew

Current Keurig brewers use integrated circuits and complex mechanical systems to perform simple tasks. Coupling human dexterity with the cleanliness of K-cups, the Keurig *Simplicity* preserves the convenient coffee experience while reducing a cup's impact by 400%.

"Real Estate" Rick:

- No waiting time
- Simple enough for kids to use



1. Open the head and insert K-Cube.
2. Press the desired volume.
3. Press the coffee cup button to start brewing, and the LEDs light up steam indicating progress.



4. Once the cup is brewed, the machine will automatically shut itself down.

"Coffee Lovin' " Liz:

- Simple interface
- Modern looks
- Fits into busy lifestyle
- Suits office environment



- Skips breakfast
- Subway to work

Hazelnut

- Presentation preparation

French Vanilla

- Presentation
- Salad for lunch at her desk

Caramel Mocha

- Meeting

- Sushi with boyfriend
- Yoga with friends

Key Features:

Consistency	Reliability	Simple operation	Fresh Taste
K-Cube brewing system	Derived from Keurigs base models	Same one-handed interaction as standard models	K-Cube oxygen barrier prevents staleness

Low Startup Time

Heating only 1/2 cup of water, the brew begins in a minute

Sustainability

60% of cup's water heated, 40% room temp water added. Automatic shutdown after brew

No office Conflict

K-Cubes leave no mess and require users to purchase their own coffee

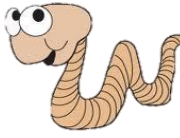
A 80-20 Product

Use
Boston, MA
2.3 Points



Disposal
Boston, MA
-0.5 Points

K-Cubes Composted



Metals Recycled



Remainder to landfill



Comparison:



Platinum B-70



B-70 EcoBrew



MINI Plus

8.8 ReCiPe Impact Points



Production

Shenzhen, China
2.0 Points



Distribution

Boston, MA
1.2 Points

