



Sit, sip or saunter.

Altitude partnered with Black & Decker to redesign its complete line of 12-cup, Brew 'n Go, and Cup-at-a-Time coffee makers. The design strategy focused on breaking the usability and quality precedents of the market by emphasizing such areas as ease of use, human factors, cleanability, small footprint, and by crafting a compelling aesthetic. A discriminating design language was developed composed of bold arcs, intersecting shapes and crisp edges to bring premium looks to the low margin, high volume segment of the market. Since the introduction of the SmartBrew™ coffee maker line, Black & Decker's market share has increased 12.5 points, making them number two in the market in dollar sales volume.