



New Life for an Iconic Brand

Altitude re-invigorated the classic Mr. Coffee coffeemaker by introducing modern functionality and design details while staying true to the appliance's roots. The new Mr. Coffee has charmed the existing demographic and lured a whole new generation of coffee drinkers, selling at a pace that has far exceeded expectations.

Restoring an Icon to Premium Status

First introduced in 1972, Mr. Coffee was the first-ever automatic drip coffee-maker and is still one of the most highly recognized home brands. However, as competitors copied its design, Mr. Coffee became indistinguishable from dozens of other available coffeemakers. The occasion of the product's 35th anniversary provided an opportunity to reinterpret Mr. Coffee. The project hinged on finding the right mix of signature elements and updated features and finishes, so Altitude analyzed the competition, mapped the opportunities, and evaluated potential features before settling on any design concepts.

Delivering Value: Up-to-Date Features with Vintage Appeal

Altitude brought new functionality and dramatically improved ergonomics to Mr. Coffee, introducing features like brew programming, a silicone warming mat/cup rack, LCD analog-looking clock, and backlit nightlight. The basic geometry of the form reverses the current trend of coffeemakers that are deeper than they are wide, not only distinguishing Mr. Coffee from the crowd but also pays homage to the original look of the product. Metal trim is an updated reference to the coffeemaker's heritage. At the same time, complementary design details establish it as a contemporary product: coffee-colored satin finish, perforated backsplash, and stainless steel wrapped casings. This harmonious blend has been enormously appealing to consumers, establishing the 35th-anniversary Mr. Coffee as an icon in its own right.