

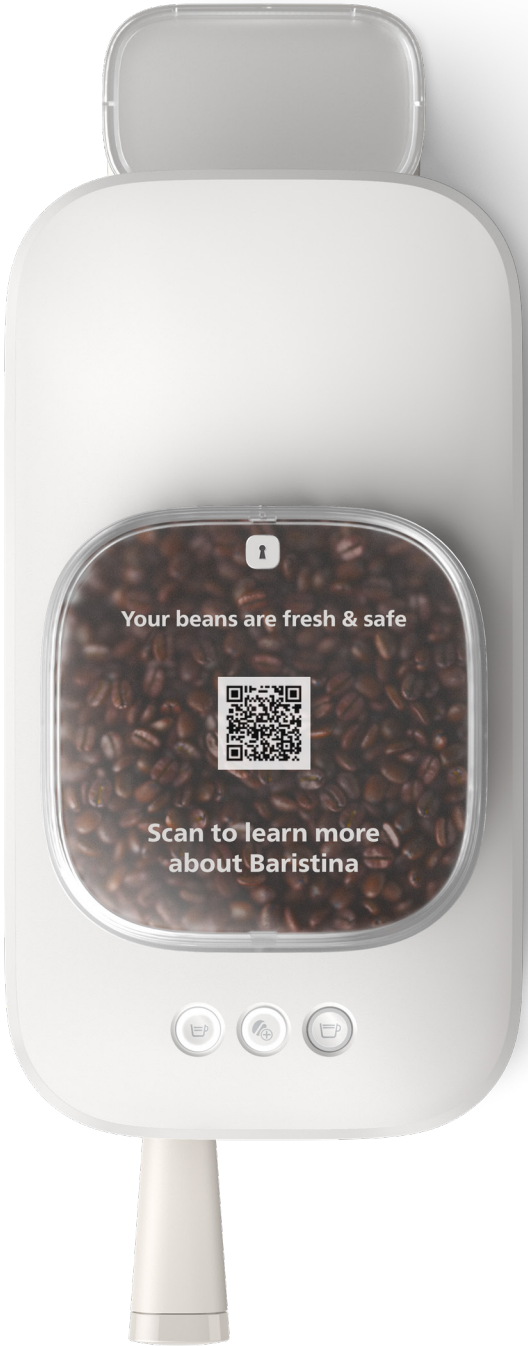
Demonstrator



Figure 48: Leaflet for direct contact with hotels in Horizon 1

The leaflet is designed to be used by the sales team during meetings with hotel managers, particularly during the initial pilot phase targeting smaller hotels. The leaflet highlights the main benefits of Baristina - its fresh bean solution, high-quality coffee, cost-effectiveness, priority servicing, and zero waste. It is structured to provide a clear and compelling narrative about why Baristina is a great choice for in-room coffee solutions. The leaflet includes sections on the features, what is included in the package, and the cost, offering a transparent and straightforward overview for potential clients.

To simulate the locking mechanism for the bean container, a sticker was created. It can be placed on top of the bean container to visually demonstrate the concept of a secure and hygienic bean storage solution and includes messaging that assures guests their beans are fresh and safe, with a QR code for more information about Baristina. Since this is not an Industrial Product Design (IPD) project, developing the actual locking container was out of scope. However, to effectively communicate the concept and its importance, the sticker was created as a practical and visual tool.





PHILIPS
baristina

Pods out. Beans in.

JOIN THE NEW COFFEE MOVEMENT

Fresh is best.
Freshly ground beans give the greatest coffee aroma and taste. Baristina grinds the beans just before brewing, ensuring that each cup delivers the freshest possible experience.

Save up to 46% with Baristina
Baristina offers significant savings with a lower total cost of ownership compared to a machine using pods. Serve your guests fresh beans with an affordable lease of €12 per month.

The best coffee, always.
Baristina comes with a one-day priority service, ensuring that guests always have access to delicious coffee.

Real espresso, made simple



Swipe. Brew. Enjoy.
Swipe the handle and let Baristina do the rest.

16 BAR

Real espresso, real easy.
16-bar pressure pump releases full-on flavour from your beans, delivering a full-bodied, rich espresso. Use your preferred beans or opt for the exclusive Baristina blend



Less waste, more taste.
Goes from beans to grounds, perfect for use as compost. No plastic or aluminum pods to dispose of.

What's included:



Baristina Coffee Machine
Enjoy the ultimate in-room coffee experience with our high-quality espresso machine, designed to deliver fresh, cafe-like coffee effortlessly.



Coffee Grounds Box
Keep your room clean and your guests happy with our convenient coffee grounds box, perfect for easy disposal and composting of used coffee grounds.



Visual materials
Guide your guests through the simple steps to brewing the perfect cup of coffee with our informative leaflet. Includes a QR code for more details and purchase options.



Baristina blend (Optional)
Opt for our exclusive Baristina blend, specifically curated by expert roasters to complement our machine and provide the best possible taste.

Pilot Program

Try Baristina for 3 months for free

Join our pilot program and enjoy the first 3 months for free. You can cancel at any time, making it a risk-free opportunity to experience Baristina.

Lease
Lease the Baristina coffee machine for just €12 per month for 24 months.

Baristina Beans
Add the Baristina blend to ensure your guests experience the best possible coffee.

No upfront costs
Enjoy high-quality coffee with minimal upfront costs.

from €12 p.m.

