



## 02

**Sav**  
**Birch bubbly**

It's safe to say that Swedes will drink anything alcoholic – but tree sap? Environmental engineer Peter Mosten stumbled upon a page torn from a Swedish book printed in 1785 while sorting through an archive of ecological literature. The page was titled “Birch Champagne” and the article contained the recipe. Mosten's first attempts were “revolting”, but after 10 years of developing the birch-sap derivative he has managed to create something far more pleasant.  
[sav.se](http://sav.se)

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## 04

**Askul**  
**Batteries**

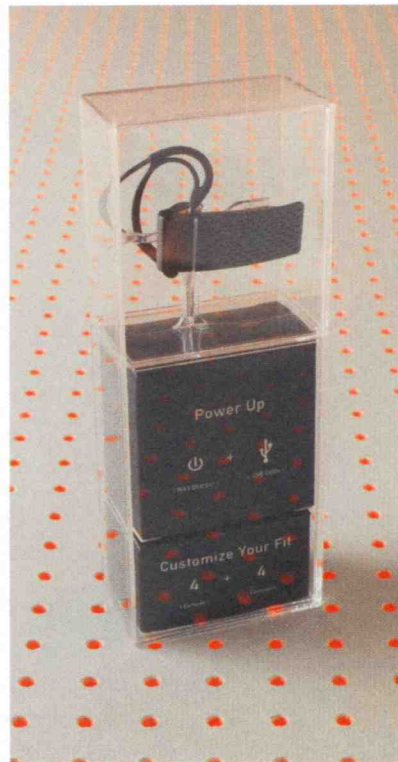
Askul is Japan's superior answer to the UK's Argos, delivering 18,000 everyday products directly to its customers' doors. Charging up Nippon-Swedish relations, Askul commissioned Stockholm Design Lab to create the packaging for some stationery items including printer paper, tape and batteries. Björn Kusoffsky's designs<sup>02</sup> are destined for our shelves.  
[askul.co.jp](http://askul.co.jp); [stockholmdesignlab.se](http://stockholmdesignlab.se)



## 03

**Jawbone**  
**Headset**

Borrowing technology from the US military, Stanford graduates Alex Asseily and Hosain Rahman have invented a Bluetooth headset with what they call Noise Shield. A Jawbone headset will eliminate virtually all background sound and automatically adjust the speaker output to improve clarity as your surroundings change. We've always considered Bluetooth headsets to be the tool of choice for travelling salespeople and IT contractors, but Swiss designer Yves Behar's perforated earpiece is fast convincing us otherwise. Comfort is the order of the day and its packaging is an admirable nod to the Apple design studio.  
[jawbone.com](http://jawbone.com)



## 06

**Peroni**  
**Coin** put  
How do  
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## 07

**Cellcos**  
**Skincar**  
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