

LUNAR Announces Sustainable Design Initiative

LUNAR Elements Initiative Ushers in the Next Generation of Design

Monterey, Calif. (June 2, 2008) – Sustainable Brands '08 conference sponsor, LUNAR, announces the development of “Elements.” LUNAR Elements is an internal initiative that is an extension of LUNAR’s design and engineering teams. With a passion for making distinctive and meaningful designs, LUNAR creates memorable products that lead industries, capture new markets, and sell in the millions. LUNAR’s creativity connects companies to their consumers by tapping into what is most meaningful. The results are beautiful products that people love. It’s what LUNAR calls “creativity that makes a difference.”

LUNAR’s Environmental Impact Reduction plan published in March of this year was the seminal project of LUNAR Elements, the internal initiative dedicated to capturing and using best practices in the creation of sustainable products. Long nascent within LUNAR’s ranks, this team’s mandate is to enliven LUNAR’s long-standing charter to use creativity to make a difference for our environment.

The LUNAR Elements team, led by design director Jeff Salazar, has been researching and cataloging materials, processes and resources that will lessen the impact of products on our ecosystem. With the green revolution’s rising momentum, and the present level of awareness of the impact of human activities affecting our environment, LUNAR has taken steps to reduce its impact. As part of this growing movement, LUNAR has teamed up with the Designers Accord (<http://www.designersaccord.org/>), a network of other creative professionals all committed to sharing best practices in the interest of accelerating the adoption of sustainable principles.

Internally, LUNAR is measuring and reducing its own environmental impact by taking steps to reduce the carbon footprint of the organization. LUNAR has increased recycling, initiated a composting program that includes everything from food to paper waste, and has eliminated the delivery of bottled water – changes that are saving the company money in addition to reducing its carbon footprint. Taking the internal consciousness a step beyond, LUNAR has begun to address the impact of products on our environment by taking to task the materials used in the production of technology. The LUNAR Elements team is in the process of investigating options for ‘greener’ materials and production worldwide.

LUNAR addressed the need for green by raising awareness in the form of creating dialogue, presenting a new way of thinking about the challenges of sustainable design at a conference and broadcasting worldwide on the LUNAR podcast, (<http://iconocast.typepad.com/iconocast/2008/03/the-real-challe.html>) Icon-o-Cast. In a professional client capacity, LUNAR has put these ideas to work in the

development of a file server for a leading technology company – leading to improvements in both the environment impact of the product as well as cost savings and increased consumer utility. Inspiring others with ideas, LUNAR has introduced concepts that look at the products we use every day – including a new design for water bottles that leverages their convenience while creating a market for their reuse.

“I’m thrilled that we’re able to focus our creative energies on such an important and global problem,” said LUNAR’s president, John Edson. “Designers are the communicators, the awareness builders, the drivers who can create value for companies with products and services that satisfy human need with less impact.”

“We have been cooking up these ideas for a long time,” said Jeff Salazar, design director and LUNAR Elements leader. “It’s wonderful to finally formalize this practice that has been on our hearts and minds for years. Designers carry a huge lever in the battle for sustainability. One design improvement repeated a million times represents a million improvements. We’re eager to multiply our contribution.”

The name Elements refers at once to the classical elements that construct the physical world and to the things of fundamental importance in our world today.

About LUNAR

LUNAR creates winning consumer, technology and medical products that make a difference to its clients’ stakeholders, brands and markets. With a portfolio of highly successful products that have generated tens of billions of dollars in sales, LUNAR has consistently held a spot among the top 5 award-winning product design firms for the last 10 years, according to Business Week magazine. Founded in 1984, LUNAR provides full-service product development with offices in California, Hong Kong, and Europe. LUNAR’s current and past clients include Apple Computer, Cisco Systems, Hewlett-Packard, Microsoft Corporation, Motorola, Philips, Oral-B, Palm, Pepsi, and Sony.

www.LUNAR.com

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FACTS AT A GLANCE

ABOUT LUNAR

Founded in 1984 by Jeff Smith and Gerard Furbershaw, LUNAR is a pioneer in the practice of product design and development in the San Francisco Bay Area. LUNAR's international staff of more than forty industrial designers, graphic designers, engineers, interaction designers and extended team are passionate about creating stunning products that are loved by the people who use them.

LUNAR works with its client companies to design creative, credible and competitive consumer products, medical devices and other commercial goods. LUNAR recently announced a roster of new clients representing consumer sportswear, lifestyle, and electronics markets. Adidas, Oral-B, LeapFrog and Motorola, among others, have selected Lunar for a range of creativity and innovation projects – from identifying unmet consumer needs to designing memorable icons for the next generation.

The company's success in creating beautiful and distinctive designs is reflected in a portfolio of highly successful products that have generated tens of billions of dollars in sales and in the recognition it has received. LUNAR has been consistently among the top five award-winning industrial design firms for the last 10 years, according to BusinessWeek magazine.

WHO'S WHO

Jeff Smith, Chief Executive Officer
 Gerard Furbershaw, Chief Operations Officer
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