

EXATA TEAPOT

The Exata collection is committed to excellence in design and quality, bringing the centenary history of high quality stainless steel products.



Exata

The “signatures” of Exata collection:

“Red line” - with only two millimeters comes to be the great highlight of the collection.

Body based on two inverted cones.

Satin touch steel with finger tip free.

Plastic parts with soft touch.

Ergonomics that favor the serving of liquids.

High quality stainless steel.

High performance stainless steel ampoules.



THE ICON

To innovate in design we needed to recreate a classic teapot icon- the serving spout designed out of the body.



SERVING

Through numerous prototypes and tests we found the best way to create a discreet drop cutter.

To improve the flow of liquids we created a guide that is below the sealing stopper.

Both make the act of serving coffee or tea a moment of pure flavor.



Exata

**Tea is a global culture that
needed to receive great at-
tention during this develop-
ment.**

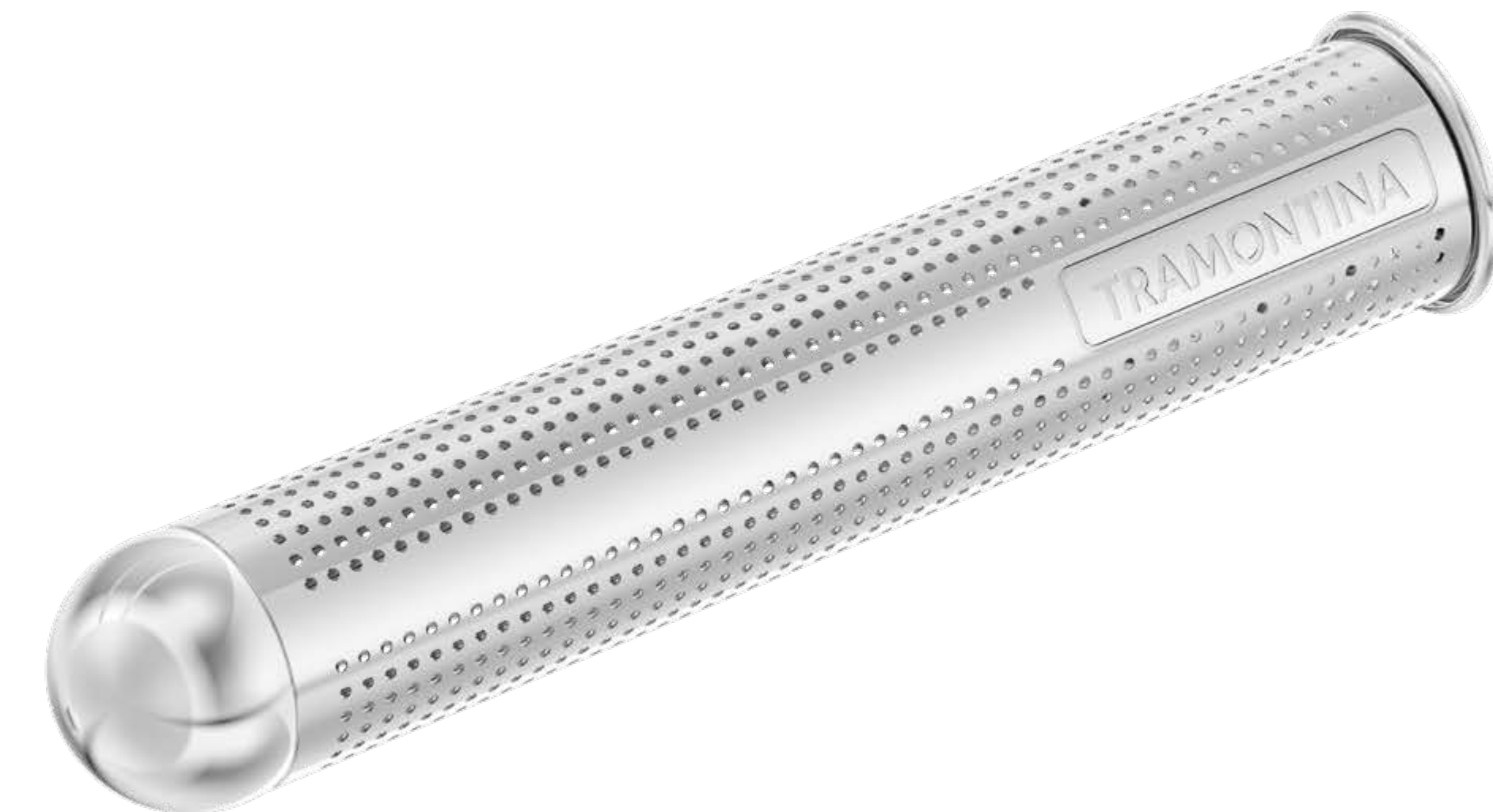
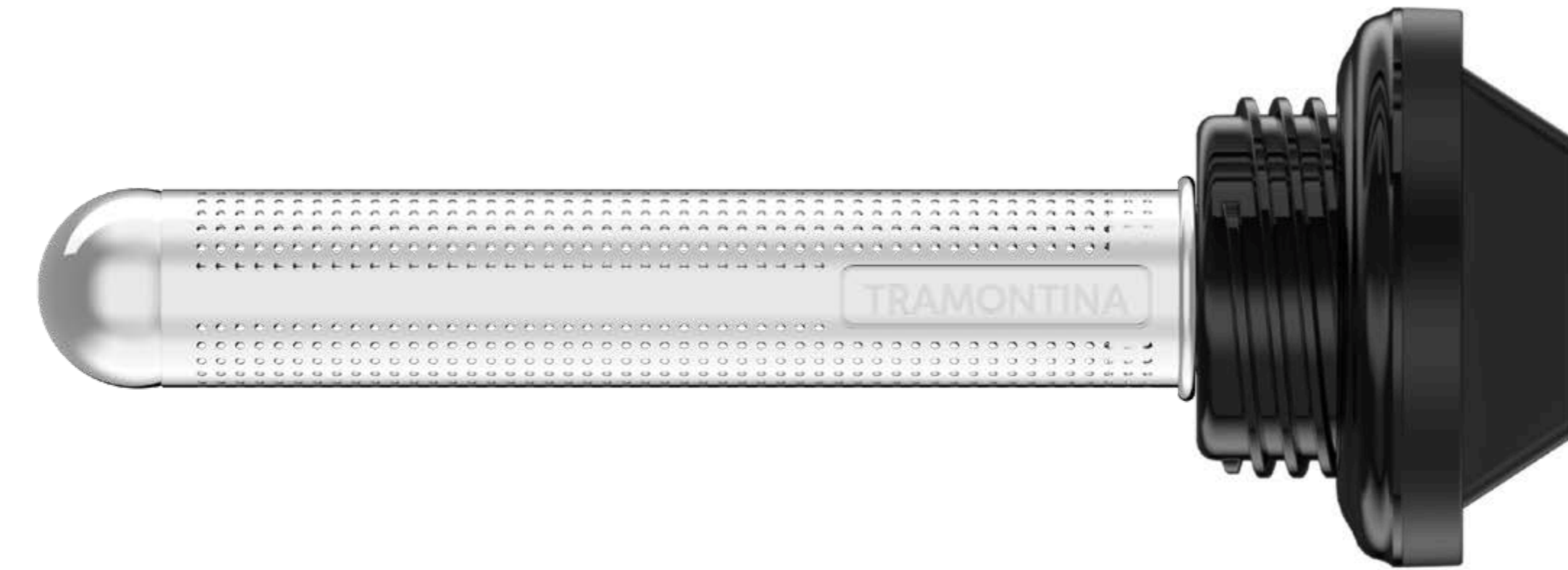
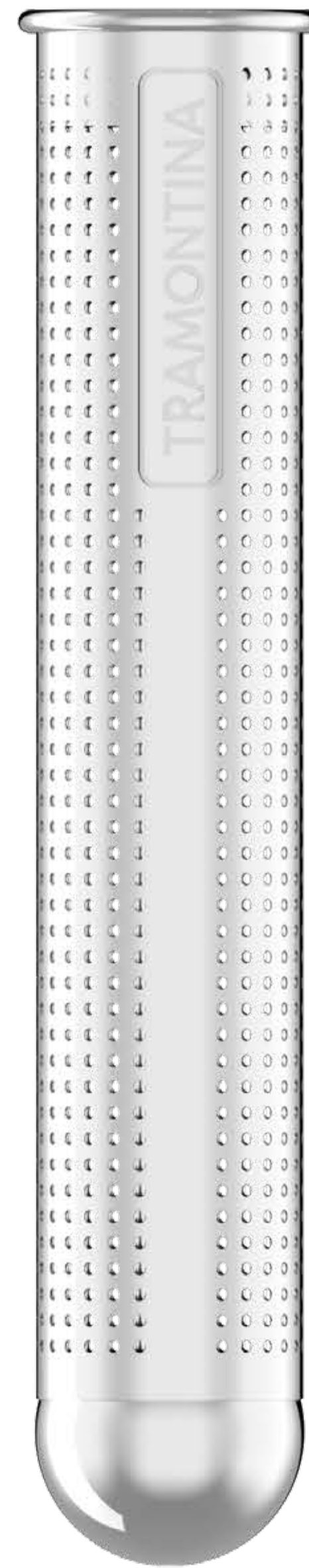


With this in mind we created a

UNIQUE INFUSER

that is fixed to the bottom of the stopper by a small thread. This way it doesn't need to be removed to serve the tea and the infusion lasts much longer.

We have created and patented a new experience in herbal infusion and combined this with the durability and hygiene of high quality stainless steel.



COMPONENTS

Labor costs in Brazil are among the highest in the world, so to make this project viable we needed to consider automation, agility and few components.

The simplicity of the product design is reflected in its internal parts. We created something industrially simple to assemble.

The technology of the stainless steel ampoule needs to be imported, we still can not manufacture this component in Brazil but the technical feasibility studies are being done. This way we will have total control of the operation seeking more and more excellence in delivering unique products and taking even more care of the environment.



Exata

Strategic planning of a premium thermal bottles line

In 2012 we started to evaluate the market movements and to look for the strategic planning of a premium thermal bottles line, which would represent with high quality the company in the market. Initially with sales focused on Brazil and then on the world market.

Each year we launch a new product. The company started to learn how to work this commercial segment and its industrial needs.

Currently we have a complete line and have already started future projects for 2021 and 2022.

Long range vision that made us the most remembered brand in thermal bottles in only two years of presence in the Brazilian market.



1000ml

750ml