C2C DESIGN PROJECT

# IM_75

## AUTOMATIC FULL-IMMERSION BEAN-TO-CUP BREWER.

Add beans and water. IM_75 grinds, steeps for about five minutes, lifts the grounds clear and has 750 ml of coffee ready.

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**IM**

Immersion

**75**

750 ml, the full brew

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CATHERINE CHONG · IDSN 3010 · PRODUCT DESIGN STUDIO 1 · 13 OCT 2026



THE IDEA

# THE FULLER BREW. WITHOUT THE WORK.

A sealed filter cup holds the grounds in full immersion, then lifts them clear when the steep ends.



**66%**

**Say taste is why they drink coffee**

**62%**

**Own a drip coffee maker**

SOURCE

Drive Research, 2026 Coffee Drinker Survey
1,000 US adults who drink coffee

National Coffee Association, Spring 2025
National Coffee Data Trends, US adults

HOW IT WORKS

# THE MACHINE DOES THE REST.

Pick a drink and a time. It steeps, lifts the grounds clear and has the coffee ready.




## SET

Pick a drink. Pick a time. Press.



## STEEP

Beans are ground and steeped in hot water.



## PULL

The grounds ride up and out of the coffee.



## POUR

The carafe lifts off. The puck comes out.

THE DIAL

# ONE KNOB.

Choose a drink, a strength and a time.




## DRINK

Coffee, tea or hot water. Seven strengths.




## TIME

Now, or a time in the morning. The brew starts about ten minutes early.




## READY

Take out the puck.

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## TURN

Change the drink, the strength or the time.



## PRESS

Confirm. With Now selected, it starts the brew.



## HOLD

Go back. While brewing, stop.

THE FILL



# BEANS IN. COFFEE OUT.

YOU ADD

**80** G

BEANS, MAX

**800** ML

WATER, MAX

YOU GET

**750** ML

COFFEE PER FULL BREW

**Fills the 1 L glass carafe three-quarters full. Two to three mugs.**

REUTILIZATION

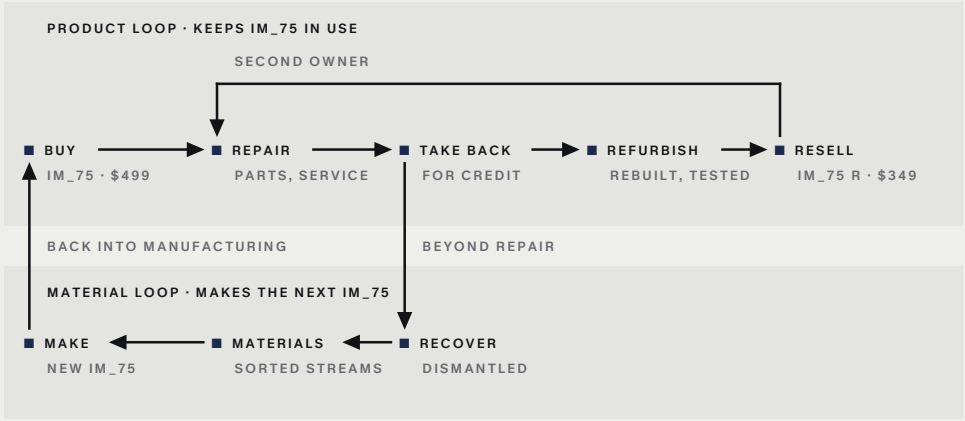
# BUILT TO COME APART.

Every join is a screw. One screwdriver separates every material.

SWAPPABLE MODULES

| | | |
|---|---|---|
| A | **ELECTRONICS + DIAL** | Dial, button, PCB, power supply |
| B | **LIFT MECHANISM** | Stepper motor, lead screw |
| C | **HEATER BLOCK** | Aluminum block in the base |
| D | **WEAR PARTS** | Seals, tubing |

BUSINESS MODEL · NO SUBSCRIPTION, NO PODS




**Recovered materials go straight back into making the next IM_75.**



ENGINEERING




# EVERY PART.

**480 MM**
HEIGHT, FIXED

**160 MM**
DIAMETER

**3.2 KG**
EMPTY

**1.0 L**
CARAFE

| STEEP | PULL | PUCK RELEASE | STRENGTHS |
|---|---|---|---|
| ≈ 5 min | Stepper, Tr8 lead screw | Quarter turn | Seven |

| NO. | PART | MATERIAL | QTY |
|---|---|---|---|
| 01 | WATER RESERVOIR | POLYPROPYLENE | 1 |
| 02 | MAIN BODY SHELL | POLYPROPYLENE | 2 |
| 03 | BASE | POLYPROPYLENE, TALC-FILLED | 1 |
| 04 | BEAN RESERVOIR | POLYPROPYLENE | 1 |
| 05 | SPINE ROD, Ø5 MM | STAINLESS STEEL | 2 |
| 06 | BEAN HOLDER | STEEL | 1 |
| 07 | LIFT DRIVE, NEMA 17, TR8 | STEEL | 1 |
| 08 | HEATER BLOCK | ALUMINUM | 1 |
| 09 | CARAFE | BOROSILICATE GLASS | 1 |
| 10 | DIAL, BUTTON, PCB | ELECTRONICS | 1 |
| 11 | SEALS | SILICONE | 3 |
| 12 | FASTENERS | STAINLESS STEEL | 16 |
| 13 | TUBING | SILICONE | 2 |
| 14 | BEAN CHUTE | POLYPROPYLENE | 1 |
| 15 | KNOB SUPPORT | POLYPROPYLENE | 1 |
| 16 | POWER SUPPLY | ELECTRONICS | 1 |

CRADLE TO CRADLE

# CIRCULAR DESIGN SYSTEM.

Two cycles, kept apart so every material stays pure. IM_75 sits where they meet.

## BIOLOGICAL CYCLE

METAL AND GLASS · 6 PARTS

MAKE — METAL, GLASS → USE — BUILT TO LAST → TAKE BACK — TAKEN APART → RECOVER — REMELTED, REUSED

BACK INTO MANUFACTURING

### METAL

HEALTH ■■□ GOOD

05 Spine rods · 06 Bean holder · 07 Lift drive · 08 Heater block · 12 Fasteners

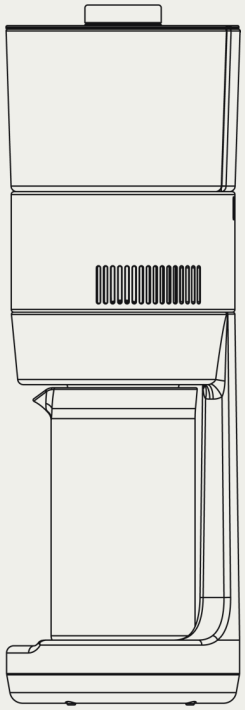
| | |
|---|---|
| MADE FROM | Stainless steel, steel and aluminum |
| TAKEN APART | Unscrewed with one screwdriver |
| COMES BACK AS | Remelted into new metal |

### GLASS

HEALTH ■■■ IDEAL

09 Carafe

| | |
|---|---|
| MADE FROM | Borosilicate glass |
| TAKEN APART | Lifts out by hand |
| COMES BACK AS | A reused carafe, or new glass |



## TECHNICAL CYCLE

PLASTIC AND ELECTRONICS · 8 PARTS

MAKE — ONE POLYMER → USE — SERVICEABLE → TAKE BACK — TAKEN APART → RECOVER — RECYCLED, REUSED

BACK INTO MANUFACTURING

### PLASTIC

HEALTH ■■□ GOOD

01 Water reservoir · 02 Main body shell · 03 Base · 04 Bean reservoir · 14 Bean chute · 15 Knob support

| | |
|---|---|
| MADE FROM | Polypropylene |
| TAKEN APART | Unscrewed and sorted by type |
| COMES BACK AS | Recycled polypropylene |

### ELECTRONICS

HEALTH ■□□ ACCEPTABLE

10 Dial, button, PCB · 16 Power supply

| | |
|---|---|
| MADE FROM | Bought-in modules |
| TAKEN APART | Pulled out as one module |
| COMES BACK AS | Refurbished, or electronics recycling |

CRADLE TO CRADLE

# MATERIAL SELECTION.

Five material groups, scored and graded against Cradle to Cradle.

## 01 · MATERIAL OVERVIEW

**POLYPROPYLENE** — PARTS 01 · 02 · 03 · 04 · 14 · 15
Talc-filled on the base

**METAL** — PARTS 05 · 06 · 07 · 08 · 12
Stainless steel, steel, aluminum

**GLASS** — PARTS 09
Borosilicate

**SILICONE** — PARTS 11 · 13
Seals, tubing

**ELECTRONICS** — PARTS 10 · 16
Dial, button, PCB, power supply

PART NUMBERS MATCH EVERY PART

## 02 · MATERIAL REUTILIZATION SCORE

**73** / 100

**GOLD**

| BRONZE | SILVER | GOLD | PLATINUM |
|---|---|---|---|
| 35 | 50 | 65 | 100 |

C2C TIERS · LOWEST SCORE THAT EARNS EACH

**90%**
Recyclable by mass

**39%**
Recycled content

ESTIMATE FROM DRAFT PART MASSES · C2C CERTIFIED V3.1

## 03 · MATERIAL HEALTH

### TOUCHES THE COFFEE

| | |
|---|---|
| **STAINLESS STEEL** | ■■□ GOOD |
| **GLASS** | ■■■ IDEAL |
| **SILICONE** | ■□□ ACCEPTABLE |

### TOUCHES THE WATER

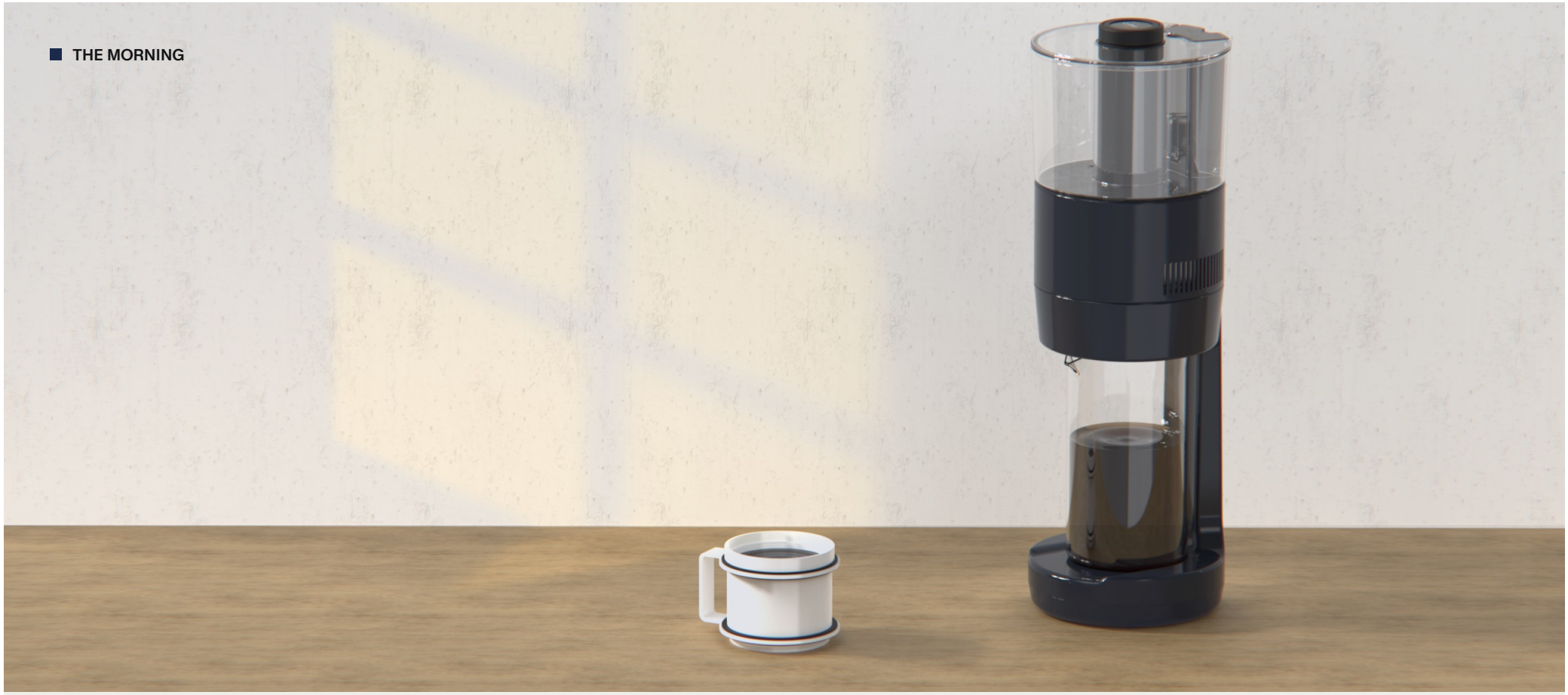
| | |
|---|---|
| **POLYPROPYLENE** | ■■□ GOOD |
| **MOTOR, GRINDER, HEATER** | ■□□ ACCEPTABLE |

IDEAL, GOOD AND ACCEPTABLE ARE C2C HEALTH GRADES A, B, C.

## 04 · IMPACT STATEMENT

# NO PLASTIC TOUCHES YOUR COFFEE.

Only stainless steel, glass and silicone touch the coffee. Polypropylene stays on the water side. Every join is a screw, so each material leaves the machine pure and sorted.



# AUTOMATE THE WORK. KEEP THE COFFEE.



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