

notNeutral.com

notNeutral®



A hand is pouring milk from a small black pitcher into a black mug filled with coffee. The mug sits on a white marble surface. To the right of the mug is a slice of multi-layered cake with white frosting and orange filling, topped with purple flowers. The cake is on a black plate. The background is a white marble wall.

**"I love them. My exact
same coffee tastes
better now... they're
better than anything
I've tried."**

– Forbes Magazine

DESIGNED IN
LOS ANGELES •

Game- changing glassware





DESIGNED IN LOS ANGELES

At notNeutral, we design extraordinary products for the specialty coffee and hospitality industries. Our collaborative process is informed by research, testing, and rigorous design.



Founded in 2001 by the award-winning multidisciplinary design firm RIOS, notNeutral is driven by a passion for great product design.

We consider how to make ordinary objects easier to use, more beautiful, and more effortlessly integrated into people's daily lives. We use cutting-edge technology to design and prototype our products, and we partner with industry professionals to test (and re-test!) to ensure their performance meets the highest standards.

Our products are developed through a rigorous product design process. We believe in collaboration—internally, with industry experts, with manufacturers, and with our users.

Left: 3D printed prototypes allow us to test our products in the real world.

LOS ANGELES
•
DESIGNED IN SO7 MI

notNeutral produces
custom drinkware
for coffee shops,
restaurants, and hotels
around the world.



Each of our iconic drinkware collections can be customized. We offer colorful decal decoration for our Lino and Meno cups and saucers, and precise laser engraving for our Pico and Vero collections.

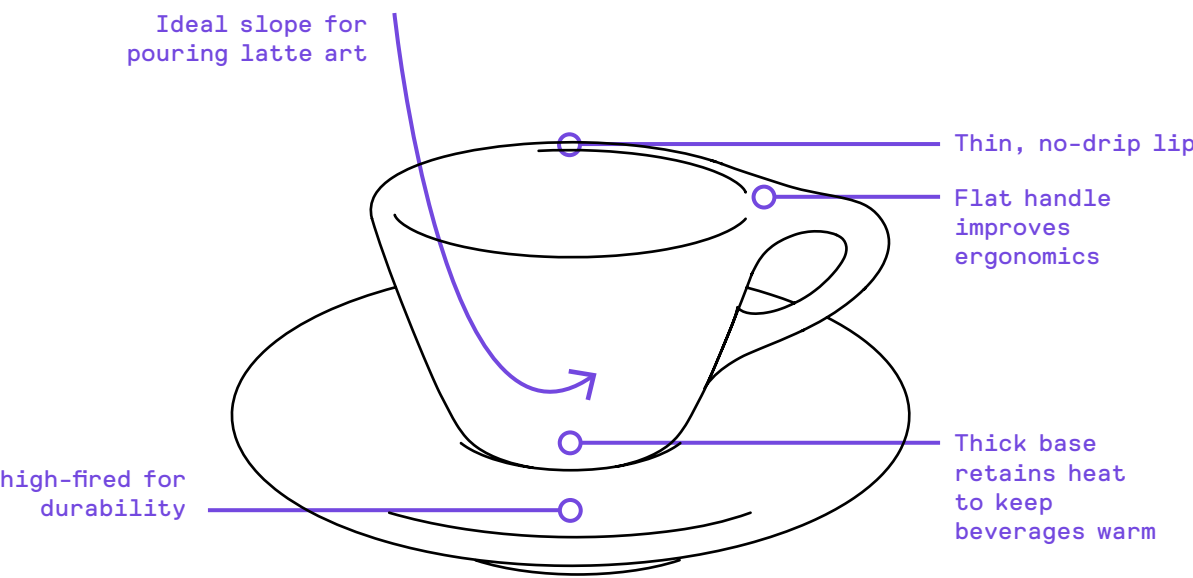
Lino — A design story

Lino is the result of a years-long collaboration between notNeutral and thought leaders in the specialty coffee community. While we observed extensive innovations across many aspects of the industry, the cups available on the market were falling short.

We set out to design a collection of cups that would strike a balance between beauty and function. They needed to be elegant, but sturdy enough to withstand commercial use. We envisioned an ergonomic handle large enough to comfortably grasp, and a wide mouth for the drinker to experience the aroma of the coffee as they sipped. Finally, the cups needed to be optimized for pouring beautiful latte art.

Our process began with research: our designers took lessons in espresso extraction, latte art, and service. We began with several concepts and through a process of sketching, digital modeling, and 3D printing, tested the features that worked and ruled out those that didn't. 3D printing allowed for quick prototyping so baristas could pour drinks in sample cups and provide our designers with feedback.

We released the final collection in 2010, and it can now be found in coffee shops, restaurants, hotels, and homes around the globe.



Lino cups + saucers

Perfect for specialty coffee.



Espresso

3oz/90ml



Single Cappuccino

5oz/150ml



Double Cappuccino

6oz/180ml



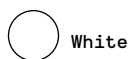
Small Latte

8oz/240ml



Large Latte

12oz/360ml



White



Black



Light Gray



Indigo

- fine porcelain
- dishwasher safe
- microwave safe
- see final page for customization info
- made in Sri Lanka

Lino mugs

Now available
in three sizes!



10oz Coffee Mug

10oz/300ml



12oz Coffee Mug

12oz/355ml



16oz Coffee Mug

16oz/475ml



White



Black



Light Gray



Indigo



Dark Gray



Pink



Periwinkle



Sage Green



Ozone Blue



Lotus Green



Rhubarb Red



Canary Yellow

- fine porcelain
- dishwasher safe
- microwave safe
- see final page for customization info
- made in Sri Lanka





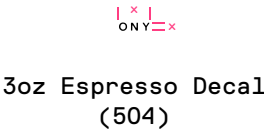
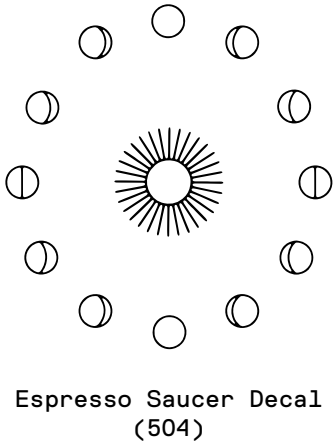
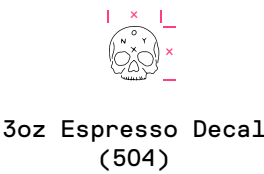
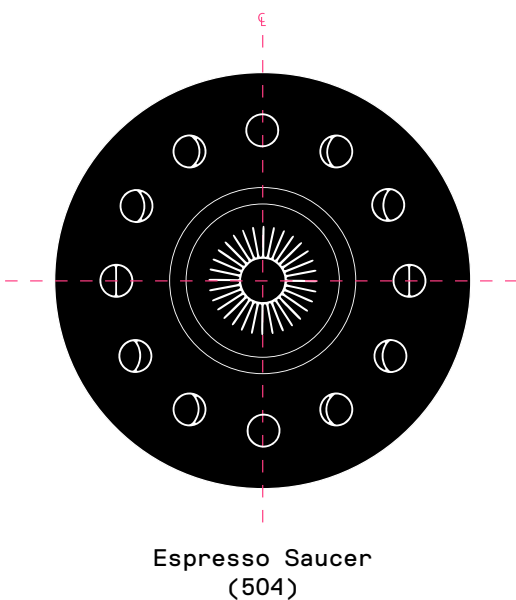
"It's weird, teetering on crazy, to rant about a coffee mug changing your life... A barista served me an average cup of coffee inside the exceptional Lino coffee mug... and now every other coffee vessel is dead to me."

– Gear Patrol

Custom Lino Cups

Made to order

Custom Lino cups are made to order at our factory in Sri Lanka. We use a high-fire process, so the decals melt into the glaze of the cups. Your branding will be completely, 100% permanent—our decals will not wear, chip, or fade over time.



Custom Lino espresso cups
produced for Onyx Coffee Lab.



Custom Lino & Meno Cups

Pricing and Production

MOQ:

The minimum order is 252 cups for a single size. If you chose to decorate multiple sizes, the minimum quantity per size is 144.

Design:

Send us your logo in vector format, and our designer will mock up your design!

Color Matching:

Provide Pantone color references for your artwork and our factory will match the ceramic decals as accurately as possible.

Pricing:

Most designs add ~\$2 to the wholesale price of each cup. We will provide a quote once your design is finalized.

Sampling:

You'll receive photos of your samples before approving final production.

Production time:

We allow 60 days for production and 40 days for ocean freight.

notNeutral has produced custom Lino cups and mugs for hundreds of cafés, brands, and artists around the world.



"Pico elevates the art
of enjoying coffee."
-Design Milk



Pico is the newest collection of high-performance caféware designed by notNeutral.

The design for Pico was inspired by our affinity for handmade craftsmanship, organic materials, and the natural landscape of our native Los Angeles. With feedback from professionals in our local barista community, we merged these sensibilities with the technical precision of modern design technology to develop a high-performing collection to live beautifully in home and hospitality settings.

The collection is named after Pico Boulevard, the iconic thoroughfare from the Pacific Ocean to Main Street in downtown Los Angeles, which unites many of the city's most culturally diverse neighborhoods.



Scan with your phone camera to watch the Pico design story.



Designed for Professionals



Ergonomic handle for a controlled grip ●

Glazed lip for the perfect sip

Curved interior makes latte art a breeze

Tulip shape maximizes heat retention



Contoured to fit cup's interior

Full coverage glaze for durability

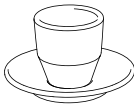
Smooth handle like a worry stone

Designed to lock into saucer



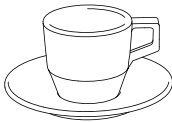
Pico

From California with love.



Espresso

3oz/90ml



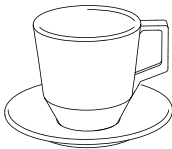
Cappuccino

6oz/180ml



Latte

8oz/240ml



Latte

12oz/360ml



Spoon

4.2" L X 0.9" W
(10.7cm L x 2.3cm W)



Natural



White



Black



Sage

- matte glazed
- terracotta
- dishwasher safe
- microwave safe

Custom Engraved Pico Cups

Pricing and Production

MOQ:

Our MOQ is 144 pieces per size.

Design:

Logos must fit within a single horizontal section of the cup. Send us your artwork in vector format, and our designer will advise on the best layout for your design!

Pricing:

Custom engraving starts at \$2 per placement, plus a one-time setup fee of \$100.

Sampling:

You'll receive photos of your samples before approving final production.

Production time:

Most projects are completed in 2-3 weeks.



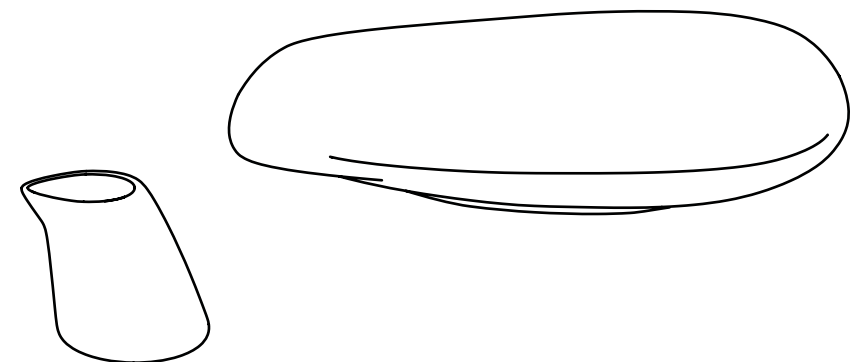
Our newest custom offering is laser-engraved Pico cups and saucers. Local production means turnaround is quick, and the results have been stunning!



Dress your
table



Plates and creamers to complement
Lino cups and saucers



Lino accessories

Lino accessories share the ergonomic qualities of our best-selling Lino cups and saucers.



Small Pulled Plate

6"×8.5"/15×21.5cm



Large Pulled Plate

8"×11.5"/20×29.5cm



Round Plate

7"(ø)/18cm(ø)



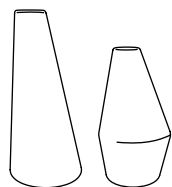
Small Creamer

1oz/30ml



Large Creamer

3oz/90ml



Vase Set

5-6"/13-16cm



Pitcher

50oz/1.5L



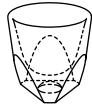
- fine porcelain
- dishwasher safe
- microwave safe
- compatible with Lino cups and saucers

- made in China (plates and creamers)
- made in Sri Lanka (pitchers and vases)



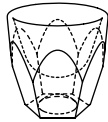
Vero

The best glasses for
specialty coffee. Period.



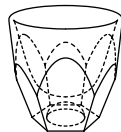
Espresso

3oz/90ml



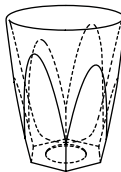
Cortado

4.25oz/125ml



Cappuccino

6oz/180ml



Latte

12oz/360ml



Clear



Smoke



Emerald
Green



Amber



Ocean

-
- hand-pressed glass
 - dishwasher safe
 - microwave safe
 - available for customization

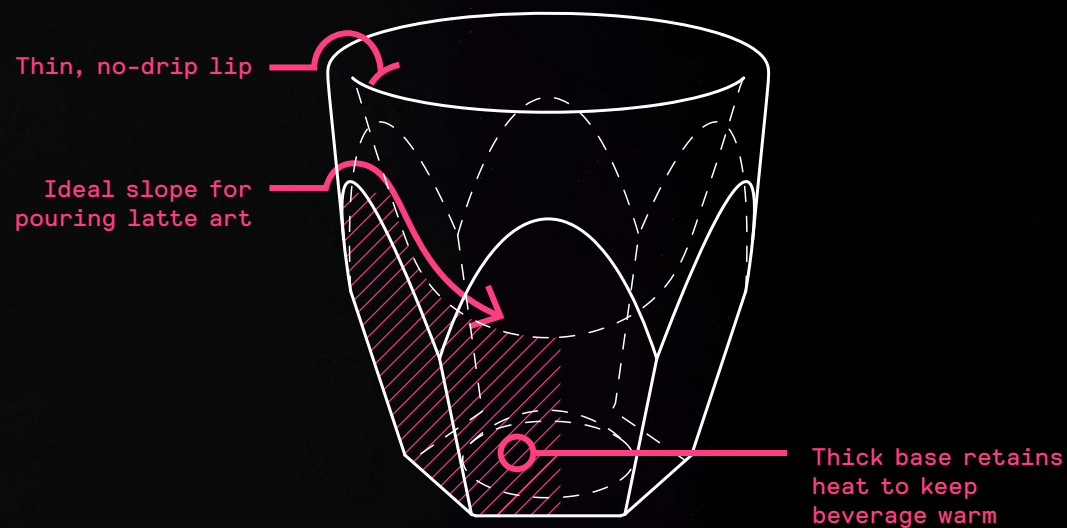


A cortado like no other

Traditionally served in a bar glass, a cortado is slightly larger in volume than a macchiato, and smaller than a cappuccino. Our take on the cortado glass has exaggerated facets for a more modern appearance, as well as technical improvements for specialty coffee. We addressed the challenge of pouring latte art in a glass intended for liquor by modeling

the interior curve of the Vero cortado after our Lino cappuccino cup.

Based on the positive reception the glass received, we expanded the line to include espresso, cappuccino, and latte glasses. The Vero collection is available in clear, smoke, emerald green, ocean blue, and amber glass.



We've partnered with a local fabricator to offer custom laser-engraved Vero glasses for our wholesale customers

Custom Engraved Vero Glasses

Pricing and Production

MOQ:

Our MOQ is 144 glasses per size. Hot tip: you can decorate multiple colors, as long as the total quantity meets the minimum.

Design:

We can laser-engage any area of the glasses' exterior. Your design should fit within a single facet or above the facets on the upper glass area. Send us your logo in vector format, and our designer will expertly lay out your design.

Pricing:

Custom engraving costs \$2 per placement, plus a one-time setup fee of \$100.

Sampling:

You'll receive photos of your samples before approving final production.

Production time:

Most projects are completed in 2-3 weeks.

Custom Vero Cappuccino glass
produced for Temple Coffee

Laser-engraved
logo decal



**Meno —
the cup made
to be held**



**Fina —
the look you love,
but finer**

Meno

No handle?
No problem.



Espresso

3oz/90ml



Single Cappuccino

5oz/150ml



Double Cappuccino

6oz/180ml



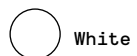
Small Latte

8oz/240ml



Large Latte

12oz/360ml



White



Matte Black

-
- fine porcelain
 - dishwasher safe
 - microwave safe
 - made in Sri Lanka
 - see final page for customization info

Fina

Fit for fine dining.



Espresso

3.5oz/110ml



Cappuccino

7.5oz/220ml



Latte

10.5oz/310ml



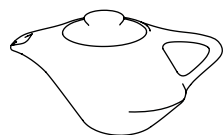
Ivory

-
- commercially durable bone china
 - dishwasher safe
 - microwave safe
 - made in Sri Lanka



Cala

Modern teaware
inspired by tradition.



**Teapot with
Infuser**

16oz/475ml



**Teacup
and Saucer**

5.5oz/165ml



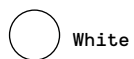
**Small Tasting
Cup**

3oz/90ml



**Large Tasting
Cup**

6oz/180ml



White

-
- porcelain
 - dishwasher safe
 - microwave safe
 - made in China



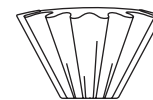
Spill the tea





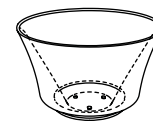
Gino pour-over system

Gino makes brewing coffee a breeze.



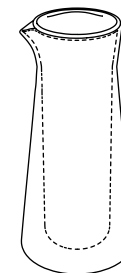
Paper Filters

universal to flat bottom drippers



Dripper

3.5x5" (9x13cm)



Server

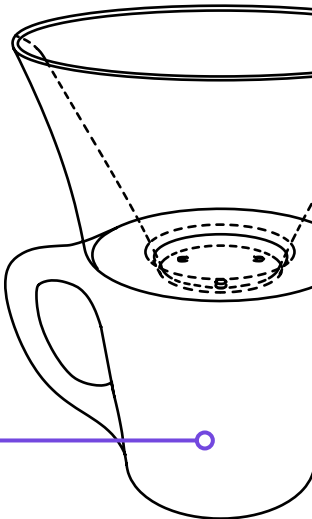
20oz/600ml



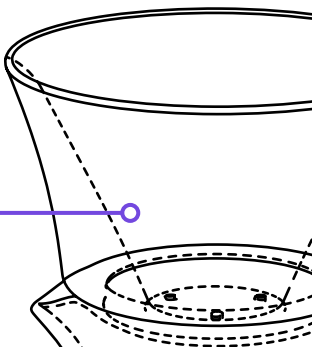
Clear

- dishwasher safe glass
- microwave safe glass
- silicone server lid
- compatible with Lino 10oz mugs
- made in China (glass)
- made in USA (paper filters)

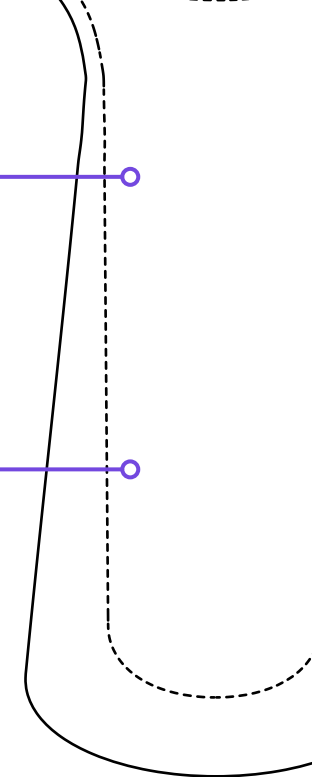
Use Gino with your favorite 10oz Lino mug



Double-walled glass



Make a carafe to share!



Food-grade, germ-resistant surface



A complete pour-over coffee experience

Our award-winning pour-over dripper makes brewing quality coffee a breeze. The angle of the interior cone and the three holes at the bottom are engineered to ensure the optimal brewing time for an even extraction. The double-walled glass insulates the slurry temperature, while the outside of the dripper stays cool to the touch.

The Gino dripper can be used to brew a single cup of coffee directly into a Lino mug. For larger batches up to 20oz we designed the Gino server, a double-walled glass carafe with a minimal profile and a comfortable grip. Our fluted paper filter keeps fine coffee grounds out of your cup and imparts no flavor to the finished brew.





Artist Collaborations

Since our first artist series in 2020, notNeutral has collaborated with painters, streetwear designers, muralists, ceramicists, sculptors, and tattoo artists to create limited edition Lino mugs. Each of our collaborators is given complete creative control to apply their signature style to our most iconic shape.



Left + Above: Aaron Kai's Lino mug was inspired by the mural he painted in the office space we share with RIOS.



notNeutral[®]

Contact our team:

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Find us on social @notneutral

Wholesale price list:

