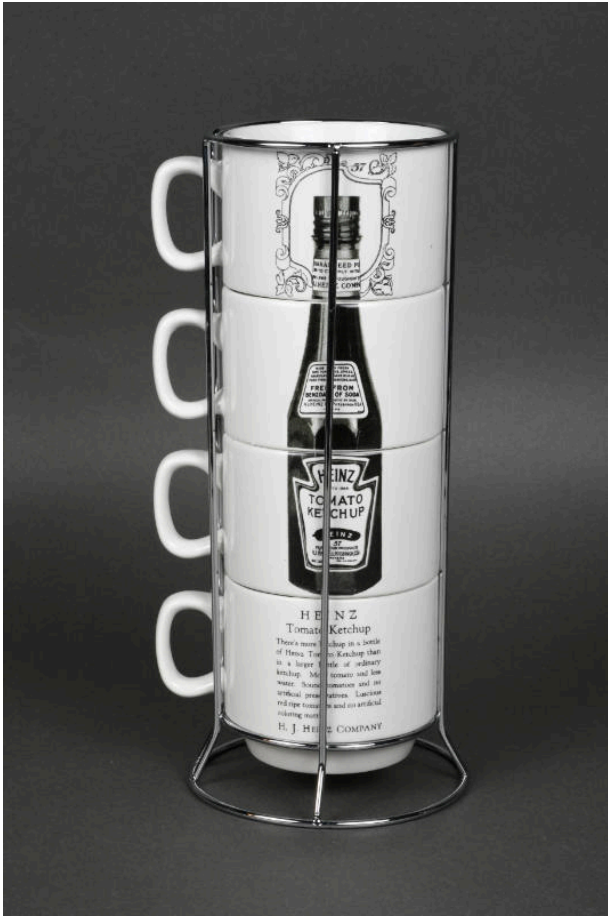


Basic Detail Report



Cup, Soup

Date

2011

Primary Maker

HDS Marketing, Inc.

Medium

Ceramic; Glaze; Metal; Paperboard; Cardboard; Ink; Paper

Description

Soup mug set comprised of four soup mugs (a-d), chrome metal rack (e), three paper packaging inserts (f-h), box (i), and holiday card (j). Four soup mugs (a-d), when stacked, form image of black and white Heinz Ketchup glass bottle. Soup mugs (a-d), rack (e), packaging inserts (f-h), and card (j) fit inside box (i). (a) Soup mug, top mug in set. White glazed ceramic mug with circular bowl, recessed tapered foot, and D-shaped handle. Front and back of body have black and white image of top of partial ketchup bottle (including neck label and cap) surrounded by

curvilinear leaf frame; bottle's neck label has black text and frame has black text in the viewer's top right corner. (b) Soup mug, second mug from top in set. White glazed ceramic mug with circular bowl, recessed tapered foot, and D-shaped handle. Front and back of body have black and white image of partial ketchup bottle (including neck and shoulder); base of bottle's neck has white label with black text. (c) Soup mug, third mug from top in set. White glazed ceramic mug with circular bowl, recessed tapered foot, and D-shaped handle. Front and back of body have black and white image of bottom of partial ketchup bottle (including body and base); body of bottle has white keystone-shaped label with black border, pickle image, and black and white text. (d) Soup mug, bottom mug in set. White glazed ceramic mug with circular bowl, recessed tapered foot, and D-shaped handle. Front and back of body have black text with product and company information. (e) Silver chrome metal wire soup mug rack. Circular, open base narrows to circular mug rest at base of rack. Body of rack is cylindrical with five upright bars, opening at top, and open channel down side for mug handles. Holds four soup mugs (a-d). (f) Paper packaging insert. Heavy paper formed into a bowl shape. Exterior is green with plasticized paper surface; interior is gray. Wide opening at top and narrow opening at bottom with pleated base perimeter. Open along one side. Inserts into soup mug (b) below soup mug (a) in original product packaging. (g) Paper packaging insert. Heavy paper formed into a bowl/funnel shape. Exterior is green with plasticized paper surface; interior is gray. Wide opening at top and narrow opening at bottom. Open along one side. Inserts into soup mug (c) below soup mug (b) in original product packaging. (h) Paper packaging insert. Heavy paper formed into a bowl shape.

Exterior is green with plasticized paper surface; interior is gray. Wide opening at top and narrow opening at bottom with pleated base perimeter. Open along one side. Inserts into soup mug (d) below soup mug (c) in original product packaging. (i) Box for soup mug set. Tall, rectangular box. Heavy cardboard with clamshell lid with closure flap and printed decoration on exterior sides. Top has brown background with keystone-shaped Heinz label with gold, white, and green border; black, red, and gold text; and red tomato on a green vine. Two adjacent sides of box have printed Heinz Ketchup advertisement featuring ketchup bottle pouring onto plate of food; also includes smaller graphic of a woman in top hat and apron pouring ketchup on plate of food above two other images of plates of food; ad has red, black, and gray printed text. Other two adjacent sides of box have printed photo-image of boy in chef's hat serving hot dogs to girl and boy children who are using Heinz ketchup; image of Heinz ketchup bottle superimposed in the viewer's bottom right corner of the scene; the viewer's left half of the scene has superimposed repeated white text. Underside of box has four folded leaves with continued graphics and text from the printed advertisements on the four sides; black maker text at center. Interior of box is brown. Box has one vertical seam at one corner. (j) Holiday card. Rectangular heavy white paper card, vertical orientation. One side has red and white Heinz logo with black holiday message above and artist credit along the bottom edge below handwritten year in black ink. Other side has printed child's illustration of ice skating rink with ice skating Heinz ketchup bottle, pickle, and three people, all below garland decoration, snowflakes, and red holiday message.

Dimensions

Height x Width x Depth (a-d, individually): 3.313 x 5.188 x 4.938 in. (8.4 x 13.2 x 12.5 cm) Height x Diameter (e): 11.938 x 5.125 in. (30.3 x 13 cm) Height x Width x Depth (f): 3.875 x 3.875 x 3.938 in. (9.8 x 9.8 x 10 cm) Height x Width x Depth (g): 6.125 x 4.688 x 4.625 in. (15.6 x 11.9 x 11.7 cm) Height x Width x Depth (h): 3.25 x 3.5 x 4.25 in. (8.3 x 8.9 x 10.8 cm) Height x Width x Depth (i): 13.031 x 5.5 x 5.375 in. (33.1 x 14 x 13.7 cm) Height x Width x Depth (j, depth due to planar distortion): 7 x 5.031 x 1.125 in. (17.8 x 12.8 x 2.9 cm)