

# Reusable Straw Crowdfunded HK\$600K Caught Eyes of the Global Brands

## 可重用2,000次飲管眾籌60萬 獲大品牌賞識



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The Chinese proverb “The Circumstances Make a Man” is perhaps a good portrait describing the background of Jason Li, Managing Director of ‘ThinkThing Studio’. Began in an architect office more than 10 years ago, Jason resigned after a year to start his product design business. “The first product I created was a USB card reader. I made a luminous perimeter to signify connecting the two surfaces, where storage data can be expanded to infinity. Sadly, few people appreciated it at the time.” Jason hopes his works can convey meanings and establish connections between people and things, not a one-off object.

### Tenacity is the key to success

Despite different in scale, Jason believes architectural design and product design are somewhat similar. They both require the makers to be ultra-detail-minded and thoughtful, so the designer items can last. It took him two years to engineer and produce a reusable drinking straw, branded “Ztraw”, which can be folded into a card size.

“I have spent a whole year to devise a round nozzle on one end, to a triangular nozzle on the other, just to enhance its foldability. Another challenge is the material: The tube might leak or tear apart easily if we use thinner material, or difficult to fold and trap dirt if the material is too thick. At the production plant, we need to adjust 0.01mm each time to create the perfect thickness.”

As sustainability and reusability prevails in the city, the Ztraw project received more than 3,500 orders in online crowdfunding, exceeding Jason’s expectations. The drinking tube is made of certified food-grade recyclable materials sprinkled with patented antibacterial agent from Korea. It can be folded into a straw and

時勢造英雄，對於ThinkThing Studio董事總經理李崇山(Jason)而言，算是他十多年工作經歷的重要寫照。修讀建築的Jason在建築師樓做滿一年後便毅然轉行，開設計室為客戶做產品設計。「還記得第一件設計的產品是USB讀卡器，我在讀卡器邊特地加入燈光，象徵連結兩邊空間、儲存數據無邊界、擴充無限，但當時未有許多人能意會。」Jason希望他的作品都能傳達訊息、建立人與物的連繫，而非用完即棄。

### 兩年磨一劍

他認為建築與產品設計有些相似，只是大小之差，但同樣需要心思縝密、考慮周全，否則出來的作品不能長久受歡迎。一張卡片大小、可摺可拆的可重用飲管Ztraw，便花了他兩年時間去設計及製作。

「飲管一端設計由圓咀、變成另一端的三角咀、方便摺起，單是這設計便花了我一整年時間。飲管質料薄一點會漏水、易破或不耐用，但厚一點又會難摺、藏垢納污，所以在生產製作時，我們是每0.01mm的厚度去不斷調整，才做出現在的呎吋。」

