



**THE NEW TASTE**

Liquid energy  
original **rush**™



**The Smoother**  
More Refreshing Energy Drink



**THE NEW TASTE**  
Liquid Energy



## Drive your performance

ORIGINAL RUSH is the energy drink of choice for corporate achievers, sophisticated professionals and nocturnal club hoppers looking to get the most out of life. Embraced and preferred for flavor, image and lasting effect, ORIGINAL RUSH enhances your vibrant, ambitious style. From the sleek silver and black design to the laser-engraved colored ring pulls, ORIGINAL RUSH keeps you up for the game of life, and always at your best.

about  
rush

# Client Listings

Rush has **already** improved the drinks portfolio of a host of **respectable** names



**BATLEYS**

SELFRIDGES & CO



**THE PRINTWORKS**





# Production & Distribution

Rush is developed and produced **completely** in the UK and is available for distribution throughout the **whole of UAE**



# Marketing

Expansive Marketing support will be available throughout **2007** as a result of the rapid success Rush has achieved since **2004**. Rush has moved forward & now considers itself a major **competitor** in the market

# **Packaging** & Merchandising

The **Rush** Can is a pioneering piece of design which features **double sided** labeling for improved presentation and merchandising



# Brand



Our fresh contemporary **approach** is one that **commands** attention. A fashionable, desirable and truly universal brand which will continue to **lead** the market in **innovation**

liquid energy  
rush®  
original

# Health & Well Being



Rush achieves a higher energy output than **most** Energy Drinks. Rush contains close to the **entire RDA** of essential vitamins helping provide a sense of well being throughout the day



# Function

Rush is very much an active **sports** drink which is proven to enhance performance and **alertness**



# Taste

Rush has a **surprisingly** versatile taste which adapts itself to every market need

SMOOTH **POWERFUL** ACTIVE ELEGANT **REFRESHING** MIXABLE

**Why**

**Rush ?**

**Points Of Difference**



**Rush** has arrived  
to offer something  
different to the  
Energy Drinks  
market



A can of Just Energy Drink is positioned on the right side of the panel. The background is a vibrant blue with a water-like, splashing effect. The word "Just" is written in large, stylized, white-outlined letters across the center. Below it, the text "Have you got the" and "for higher profits?" is written in a smaller, white font. The word "energy" is also written in a stylized font, partially overlapping the "Just" and the text below.

Have you got the

energy

for higher profits?





# Conclusion

**Versatile** Taste  
Functional Energy Drink  
**Fresh** Brand Approach  
Designer Packaging  
**Impressive** Client Listing  
Made In The UK  
Rapid success since **2004**  
Now A **Major Competitor**