

## *Why hello there.*

Welcome to the Blast Radius brand book. This book is an overview of us – who we are and what we stand for; our past, present and future; and the values we embody as an organization. It's also a brief introduction to the work that we do and clients we go to bat for.

We're a growing, global company in an industry that's constantly changing. With 9 offices and over 400 personalities, it's tough to express our culture. But it's important that everyone is in the loop and on the same page as we move into an exciting new era – so, we created this book. This is the first iteration of something that we hope will be read around the world by Blastees like you. Please take some time to read it and enjoy.



# 1. OUR JOURNEY

Before we talk about who we are and where we're going, let's talk about where we've been.

In fifteen years, Blast Radius has grown from a four-person start-up in a one-bedroom apartment into an international agency.

This section talks about the key stages in our development, which help define who we are today.

# BIRTH

## 1996-1998

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*“Here comes the blast radius!”*

This phrase was first uttered at a Vancouver institution – Benny’s Bagels. At the time, it was used to describe the intense, creative energy of one of our four founders – who were recent grads of the Vancouver Film School’s New Media program.

Later, it became our name because it completely captured the impact, power, and growth the founders foresaw.

At that bagel shop, four very different personalities were converged on a single idea: that the internet was about to change everything.

Sitting around the table were Gurval Caer – to the core, a driven businessman; the visionary strategist we know as Lee Feldman; Francis Chan, designer extraordinaire; and Gary Stuart – the ‘people person,’ whose networking and relationship skills set a precedent to this day.

**blast**



**radius**

**blast**



**radius**



**blast**



**radius**

**blast**



**radius**

**controller**

**consult + analyze + plan + implement = produkt**

**PRODUKT**

*“consult the blast radius!”*

This phrase was first uttered at a Vancouver institution – Benny’s Bagels. At the time, it was used to describe the intense, creative energy of one of our four founders – who were all recent grads of the Vancouver Film School’s Film & Media program.

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**[INTELLEKT] [FONIK] [PRODUKT] [SHOKT] [TELEKAST]**

**© BLAST RADIUS COMMUNICATIONS INC.**



# BIRTH

## 1996-1998

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Then and there, they knew they had the right combination to create an agency. Each brought something to the table, and through friendly rivalry they challenged each other to think big.

Blast Radius thus started in November 1996. We were a boutique digital agency specializing in interactive, immersive experiences for videogame companies. We developed some of the most creative, engaging sites around at the time – a time when most people weren't even using email.

Working out of a one-bedroom apartment, we impressed clients like Infogrames and Psygnosis with our well-developed consumer insights. From the get-go, we maintained an obsessive focus on customers.

# TEEN YEARS 1998-2000

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As we grew, we became experts in strategy, technology and design. Our ‘big break’ in the consumer goods marketplace was a website for the Casio G-shock. This led to relationships with other major brands including Nike and Nintendo – companies we still work with today.

By 1999, while everyone else was selling websites, we were positioned as “a global Internet solutions developer, helping companies interact with their customers through Internet technologies – strengthening business relationships and competitive advantage.”



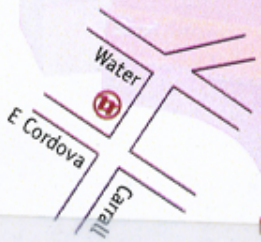


Heritage month

# WE HAVE MOVED

Hey Kids, Blast Radius has moved its base of operations into the heart of downtown Vancouver's Gastown district to play with the Big Boys and to serve you better.

Come and check us out at our brand spanking new site at [www.blastradius.com](http://www.blastradius.com) or feel free to drop by the new pad to say hi.



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# WEHAVEMOVED



# BLASTRADIUS

communications inc.

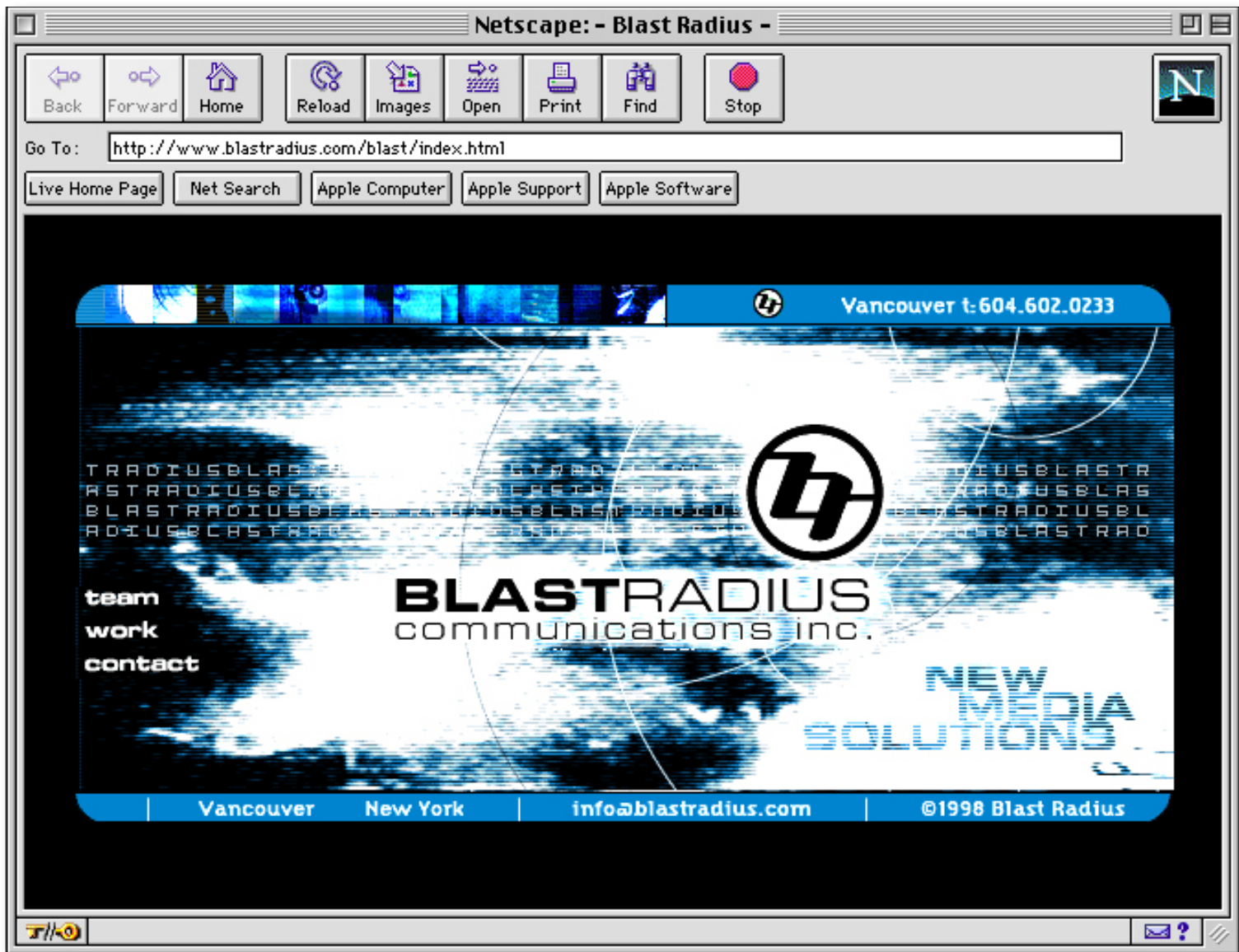


writing  
Stamps  
MAY - (help)  
writing

Asian Heritage  
Logo  
6-logos  
Cultures  
Arts and  
of Pan-Asian  
celebration  
Join us in

May 97  
Heritage Month





# TEEN YEARS 1998-2000

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Soon, we were growing again – and quickly. With accounts like Nike, Nintendo, Casio, LEGO, MTV, Universal Studios and Atlantic Records, our single West Coast location wasn't enough, So we took our now-global business model to a global city – New York – and opened our second location. Before the turn of the millennium, Blast Radius also had offices in Los Angeles, Amsterdam, Toronto, and Vancouver.



blastradius.com



**BLASTRADIUS**



# ADULTHOOD

## 2000-2006

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By the time the downturn began in 2000, we had forged relationships with more major brands. These relationships, along with diligent cost control and growing market recognition for our award-winning work, allowed us to survive the carnage that followed.

But the downturn changed the game. Measurable, bottom-line impact was more important than ever. So we asked ourselves: what could we do to offer more value? How could we do more to help clients tap into the power of networks?

We looked to our earlier work for inspiration. What we found was a common thread—an obsessive focus on our clients' customers. It was this focus that won us the Casio account in 1999. When everyone else was talking bells and whistles, we were talking about customers needs.



# CUSTOMER EXPERIENCE INNOVATION™

[ABOUT US](#)

[SERVICES](#)

[PRODUCTS](#)

[EXPERIENCES](#)

[CAREERS](#)

[CONTACT](#)

Blast Radius is a customer experience innovation firm. We design, deliver and optimize innovative, profitable customer experiences for leading global brands.

Merging deep insights into customer aspirations and the untapped power of networks, our work helps clients achieve a win-win between customer aspirations and bottom-line performance.

Learn more about our [service offerings](#).

## SUCCESS STORIES /



### Heineken

Connecting people to Heineken and establishing unity through clear, honest communication.

## DOWNLOADS /

Get started down the road to customer experience excellence in 6 easy steps with the **Practitioner's Guide to Customer Experience Management**.



## MEDIA CENTER /

October 4, 2005

**Blast Radius Appoints Renowned Marketing Strategy Expert to Lead Strategy Group**

August 31, 2005

**Blast Radius Expands Presence in Bay Area**

July 20, 2005

# ADULTHOOD

## 2000-2006

We knew that customers needed the means to interact – to engage – with each other and with their favorite brands.

This was way before the Facebook days; no one knew what a “Like” button was or posed 140-character questions to brand managers across the continent. So when we built a community for Nintendo in 2001, it was nothing short of revolutionary.

We continued to marry our clients’ business goals with the needs of their customers – a core practice that we now call the Shared Ideal.

# ACQUISITION 2007-2011

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On our 10th Anniversary in 2007, we had a lot to celebrate. But we knew we couldn't afford to stand still. So, our founders gathered together with a core group of staff to ask the question:

*“What's next for Blast?”*

We agreed that the company hadn't yet achieved its full potential. We were still inspired to grow, as a business and as professionals. We wanted to hone our craft, share our ethos with new hires, build new offices, and work on truly global accounts.

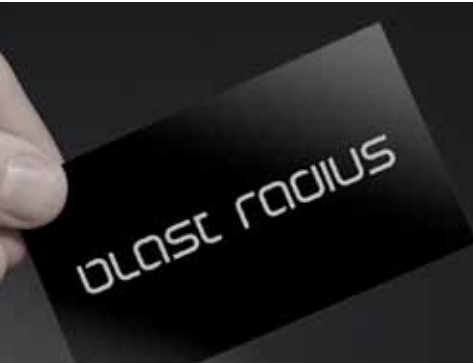
But for that, we'd need a bit of help.





# ACQUISITION 2007-2011

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*The decision was made.*

We needed to join a global network with the resources to help us grow and yet the structure to respect what makes us unique.

So we sought a buyer that had an international scope and established resources, but would let us retain our independence and entrepreneurial spirit – meaning Blast Radius could still be Blast Radius.

With that in mind, in October 2007, Blast Radius was acquired by WPP and Wunderman.

We were still Blast – the culture, staff and company remained essentially unchanged. But now, we were supported by our alignment with Wunderman.

This launched us into the global spotlight and gave us access to world-class clients and partnerships with other top-ranked agencies.

Suddenly, the industry's best-kept secret was making front-page news.

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL

MEDIA &amp; ADVERTISING WORLD BUSINESS SMALL BUSINESS YOUR MONEY DEALBOOK MARKETS RESEARCH MUTUAL FUNDS

## WPP Group Buys a Top Digital Agency

By [STUART ELLIOTT](#)

Published: October 25, 2007

For the second time in six weeks, the [WPP Group](#), the giant advertising company, has bought a leading interactive agency as part of a digital shopping spree.

WPP said yesterday that it had acquired Blast Radius, an agency based in Vancouver, British Columbia, that also has offices in Amsterdam, London, New York, San Francisco and Toronto. The financial terms were not disclosed.

Blast Radius, which opened in 1997, works for marketers like [Nike](#), [Starbucks](#) and [Whirlpool](#). Its revenue last year was 41.8 million Canadian dollars (about \$43 million).


Blast Radius is considered a specialist in the growing realm of social networking, which is

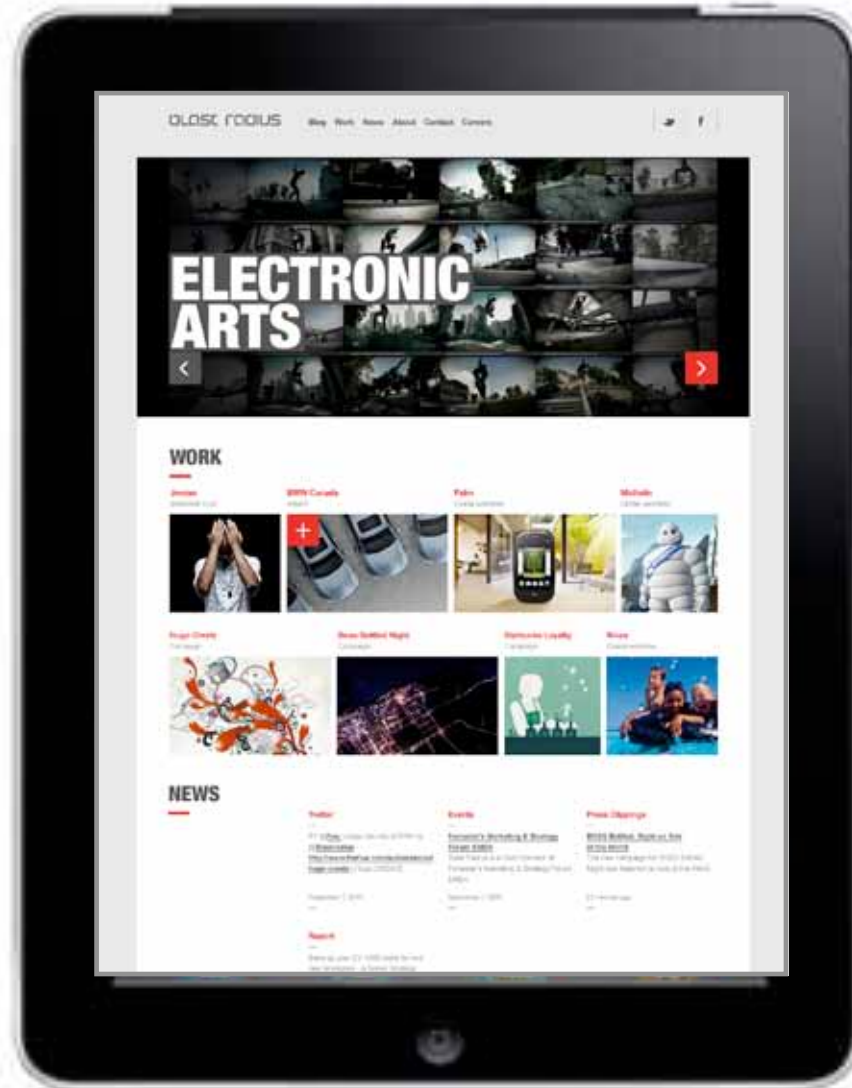
[More Articles in Business](#)

### Politics E-Mail



Keep up with the daily Politics e-mail

[See Sample](#) | [Print](#) TWITTER SIGN IN TO E-MAIL OR SAVE THIS PRINT REPRINTS SHARE**WIN WIN**  
**NOW PLAYING**



# POST ACQUISITION 2011

Since the acquisition, Blast has grown to 400+ people. We attract and retain top talent from around the world.

With the support of Wunderman, we've also added four new offices – Paris, Seattle, Hamburg and Portland. Through hard work and collaboration, we've signed several major global accounts, including Ford, NIVEA, Bacardi, Michelin, Microsoft and Nokia.

And yet we remain an independent brand.

We've ridden highs and lows, booms and busts, and the rise of social and mobile, always looking for innovation to boost clients' brand & revenue.

A focus on customers and an entrepreneurial spirit that exists in all of us have bound us together and enabled the work we've always loved doing – creating amazing consumer experiences.

*So, who are we now?*





# 2. WHO WE ARE

Our tagline – the essence of who we are and what we offer. Our brand promise, if you will:

BLAST RADIUS

**YOUR AGENCY  
FOR A CONNECTED  
WORLD.**

At least radius.....



# ABOUT US

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In 2011, Blast Radius helps build our clients' businesses by connecting brands and consumers in creative and innovative ways.

We uncover the shared ideal that lies at the intersection of consumer passion and brand purpose and bring it to life in always-on brand experiences and integrated campaigns.

*At a glance, we are:*

- A global agency, with 10 offices in Amsterdam, Dallas, Hamburg, London, New York, Paris, Portland, Seattle, Toronto and Vancouver.
- A team of over 400 employees.
- Trusted by clients like Starbucks, Nike, Microsoft, Bacardi, Nokia, BMW and NIVEA.
- A proud member of the Wunderman network.

# OUR VALUES

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Our four core values encompass our culture, from Vancouver to Hamburg. We pride ourselves in being diverse people plugged into the global spirit of our time.

## *1. Innovation*

We love strategy, insights & creativity, rooted in the desire to drive business impact for our clients.

## *2. Talent*

We're agents of change. Visionaries, risk takers & collaborators. We're students & activists of culture & world events. To us, hierarchy doesn't matter – if you're good, you're respected.

## *3. Results*

We love doing what it takes to win. Going the extra mile and not being satisfied with second place. This leads to heroic efforts for results – from pitches to strategies & campaigns.

## *4. Passion*

We love getting creative about how technology & media can help brands adapt. We celebrate the craft & are fanatics for continuous evolution.



# OUR SHARED IDEAL

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We are also global digital entrepreneurs, with a unique perspective born through our individual experiences and shared ideals.

## *1. Rebellious*

Born in Vancouver, far from Madison Ave & advertising – not a blue blood but a red blood. A digital entrepreneurial shop battling the incumbents. Believers in the democratization of communications by putting power into the hands of consumers.

## *2. Empowering*

We have always believed that marketing should inspire & empower people as a valuable first step in our experiences with a brand. This empowering approach leads to strong loyalty and sales.

## *3. Diverse*

Founded by people with different skills across technology, strategy, design, and client management, we have always been about diversity. We pride ourselves for being culturally & geographically diverse, and so is the Wunderman network.

# OUR DIFFERENTIATORS

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We are who we are because of our people. Together with our approach, they are our key differentiators.

## *1. Strategic*

We're all strategists. Our work starts with strategy to ensure creative ideas are aligned to the brand, audience and business objectives. Thinking beyond campaigns, these approaches are based on operational & business realities to deliver results.

## *2. Innovation / Creative Approach*

Born online, we're not about push or interruption-based advertising. We try to understand the unmet needs of consumers and how technology can help meet them.

We are creatively wired & inspired by technology, which helps us create new ideas for a world that has changed fundamentally.

## *4. ROI Focus*

We have always been focused on the results & business impact of our ideas, rather than relying on gimmicks that win awards. Our teams are continuously developing the strategies to drive success and the tools to track those metrics.

# OUR OFFERINGS

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Clients turn to us for two things: innovative marketing and branding, in whatever form that takes.

## *1. Brand Strategy*

Defining all dimensions of a networked brand for the digital age. At its core sits a Shared Ideal that unites the brand with its consumers in a relevant, meaningful & valued way.

## *2. Brand Experience*

The development of assets, platforms and apps to engage with audiences and meet marketing objectives. Based on the Shared Ideal as defined at the brand level.

## *3. Brand Management*

Deployment and management of programs that allow for always-on engagement with audiences.

## *4. Brand Intelligence*

Information gathering & analysis of brand and program performance to optimize effectiveness of future creation & activation.



# OUR DIVISION

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Supporting us is Academy – a digital think-tank headquartered in Vancouver, B.C., Canada

An environment of ideas, exploration & digital innovation, Academy creates memorable and sustained storytelling performed on the stages of digital & social technology.

Academy's work includes creative strategy, original content production, campaign execution & game development for forward-thinking & ambitious brands.

Blast & Academy have been the go-to digital partners for Nike's Jordan brand the last 10 years. Our work includes creative strategy, original content production, campaign execution & game development.



# OUR PARENT

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Wunderman is our parent company. They help brands find the right customers & facilitate consumers connecting with the right brands.

The world's first direct marketing agency, Wunderman has a data & insight heritage that provides the foundation for today's success.

Wunderman has 145 offices in 55 countries & the ability to be both local & global through the collective global best practices of their network.

The Wunderman Network includes ZAAZ, These Days, KBM Group, AGENDA, Designkitchen & more.

# OUR TARGET MARKET

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- World's most engaging global brands
- Revenue over \$4B
- Or subsidiaries of large companies
- Global presence
- Marketing executives
- Key industries: consumer goods, hospitality, automotive, telecom



**BLAST RADIUS YOUR  
AGENCY FOR A CONNECTED  
WORLD.**



CHARITY

WALLPAPER

DESIGN

# 3. OUR WORK

So what sort of experiences have we created?  
This next section provides a few examples of  
our recent, innovative and successful projects.

# GLOBAL SITE: NIVEA

We designed a global site for NIVEA. Sounds like no big deal? This one included a new CMS system, allowing 65 different countries to conduct campaigns in their local markets.



# GLOBAL SITE: MICHELIN

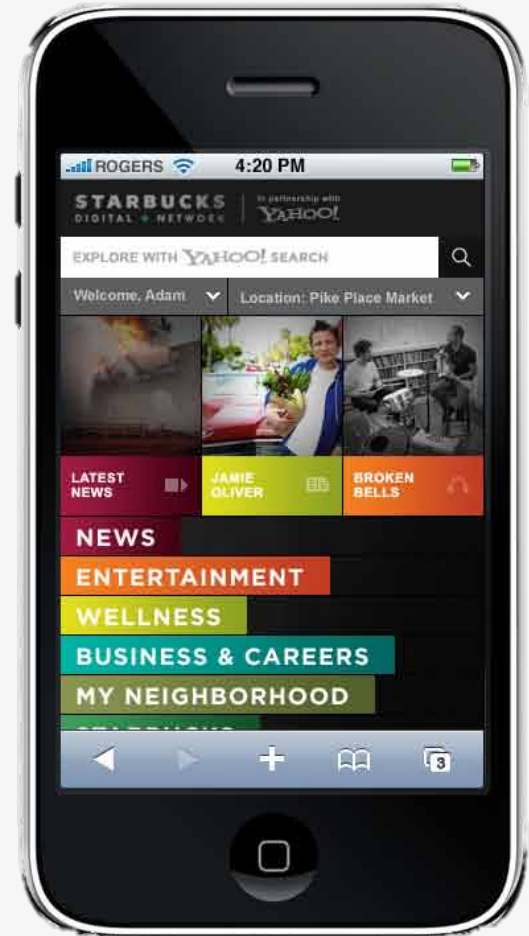
*We redesigned Michelin.com and are implementing a new web platform for a global site with local activation. So far, it has been rolled out across 23 countries and counting.*



# MOBILE: STARBUCKS

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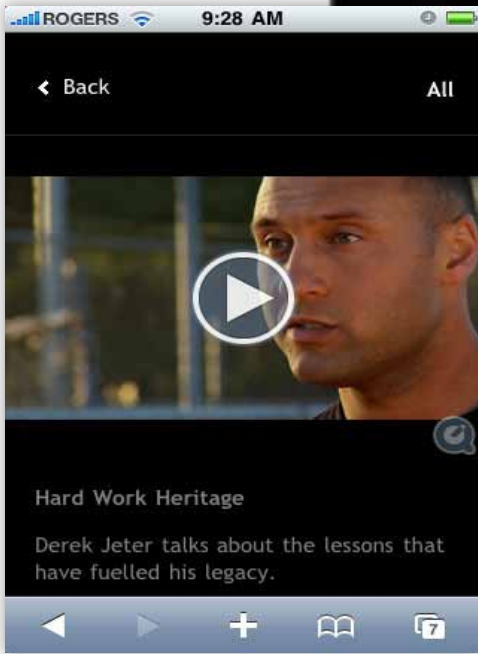
*We've created multiple mobile experiences for Starbucks, ranging from retailer-locators to mobile websites, and enabled customization and quicker payment.*





# MOBILE: JORDAN

*Mobile experiences are core pieces of our Jordan digital marketing strategy. We have created many iPad and iPhone apps, games and mobile sites.*



Mobile Site



iPhone App

# MOBILE: NIVEA

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*The NIVEA iSUNCARE mobile experience is a relevant, innovative utility that gives customers an opportunity to interact with the brand on a daily basis in a meaningful way.*



iPhone App



Mobile Site

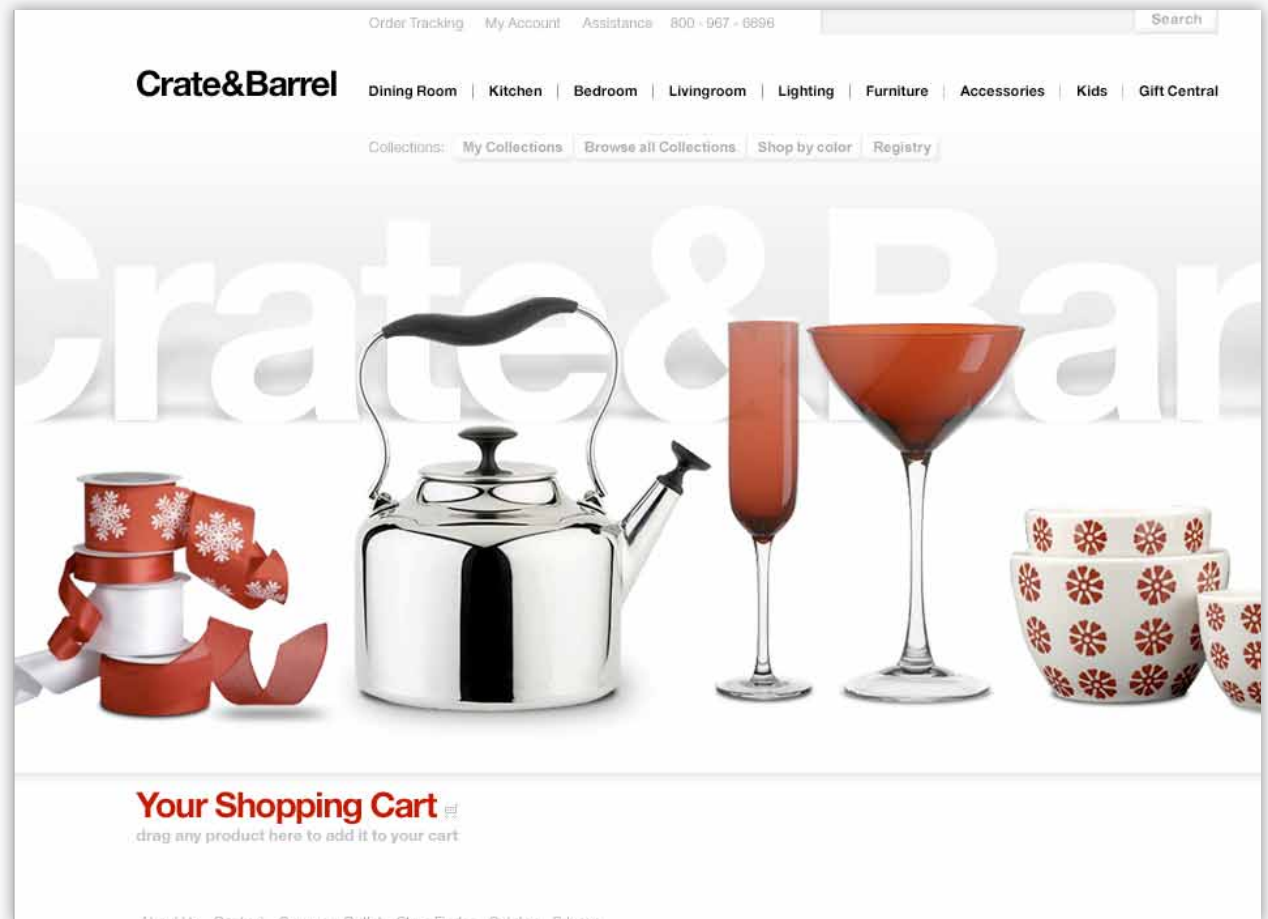
# E-COM: ROXY

*We helped Roxy become the first surf brand to sell directly to consumers online. We integrated great user experience with a pre-built GSI back-end system.*

The screenshot displays the Roxy.com website interface. At the top, the navigation menu includes 'CLOTHING ACCESSORIES FOOTWEAR WATER SNOW LOOKBOOK OUTFITS BLOG'. A search bar and a shopping cart icon are visible in the top right corner. The main content area features a 'rock the look' banner with a grid of outfit images. A large image on the right shows a model in a 'madison' outfit, with a 'Click and Choose' button overlaid. A text box in the grid reads: 'You don't need a fashion pedigree to get the PERFECT OUTFIT ... just click your mouse. Click on any of the outfits for a CLOSE UP.' The footer contains links for 'Corporate Info', 'Customer Service 888-882-2281', 'International', and 'Email Sign Up'.

# E-COM: CRATE & BARREL

*We redesigned Crate & Barrel to improve the user experience, and conversion went up 10%. Proof that a focus on the user generates measureable results.*



# RETAIL: JITV

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*We don't stop with the online experience. We also prototyped an in-store retail concept and touch screen kiosks for Nike Jordan.*



# SOCIAL: STARBUCKS

*We are the digital AOR for Starbucks. A true social media success story, they are one of the top brands on Facebook with over 20M fans, and over 1.5M Twitter followers.*



# SOCIAL: BACARDI

We meet customers where they are – and in Bacardi’s case, that’s popular online humor hubs. So we partnered with Jake & Amir of the College Humor Network to create new and compelling content for Bacardi that embodies the brand.

The campaign achieved 500,000+ fans on Facebook in less than 3 months.

The image shows a screenshot of a YouTube channel page for Bacardi. At the top, the YouTube logo is visible on the left, and navigation links for Search, Browse, TV Shows, Upload, Create Account, and Sign In are on the right. The channel banner features the Bacardi logo on the left, the text "Jake & Amir's GET TOGETHER PROJECT" in a stylized font, and a photo of Jake and Amir. To the right of the banner, there is a Facebook logo and the text "Please, Please, Please. LIKE us on Facebook!" with a thumbs-up icon. Below the banner, the channel name "BACARDI® Superior" and "BACARDI's Channel" are displayed, along with "Subscribe" and "Uploads" buttons. The main content area shows a video player with a play button in the center. Below the video player, there are options for "Info", "Favorite", "Share", "Playlists", and "Flag". The video title is "Jake & Amir's Get Together: We are on a mission..." and it includes the text "From BACARDI | February 06, 2011 | 43 views" and a short description. On the right side of the page, there is a search bar and a list of recommended videos, including "Jake & Amir's Get Together: We are on a", "Jake & Amir's Get Together: Get", "Jake & Amir's Get Together: My problem", "Jake & Amir Get Together: Work less,", "Bacardi! Dragon Berry", and "BACARDI® presents 'The Bat' - Halloween". The page also features a large image of Jake and Amir's faces on the left and right sides.

# SOCIAL: JORDAN

*We launched Facebook and Twitter channels for Jordan in the fall of 2010. We have a full-time employee who is the voice of the brand, travelling to events and engaging with customers in real time. We have accumulated over 450,000 fans in less than 5 months.*

The screenshot shows the Facebook interface for the 'Jordan' brand page. The page header includes the Facebook logo and a search bar. The profile picture is the iconic white Jumpman silhouette on a black background. The cover photo features a collage of Jordan brand sneakers and boxing gear. The page is categorized as 'Product/Service'. The left sidebar contains navigation options: Wall, Info, Home, Agent D3, CP3K, Ball Talk, Photos (935), Discussions, and Video. Below the navigation is a 'Likes' section showing 453,912 people like this, with a 'See All' link and profile pictures of Chris Paul, Dwyane Wade, Carmelo Anthony, and Michael Jordan. The main content area shows a post from 'Jordan' with a Jumpman icon, announcing new EA Sports Fight Night Champion boxing boots and shorts. The post includes a photo of a boxer in action and interaction options like 'Like', 'Comment', and 'Share'. Below the post is a 'RECENT ACTIVITY' section with three entries: 'Agent D3 is going to work...' on NBA's link, 'Team Jordan is well-represented...' on NBA's link, and 'Much respect to the senior class...' on Marquette Golden Eagles - Official Site's link.

facebook

Search

## Jordan

Product/Service

Wall Jordan · Top Posts

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

 **Jordan**  
Nothing like hitting the sticks after a long day in the gym. Here's a new look at the Jordan boxing boots and shorts in the new EA SPORTS FIGHT NIGHT Champion, which just came hot off the presses:



Yesterday at 3:33pm · Unlike · Comment · Share

 You and 265 others like this.

 View all 29 comments

 **Noel Christopher Green** NO QUESTION!!!!!!  
7 hours ago · Like

Write a comment...

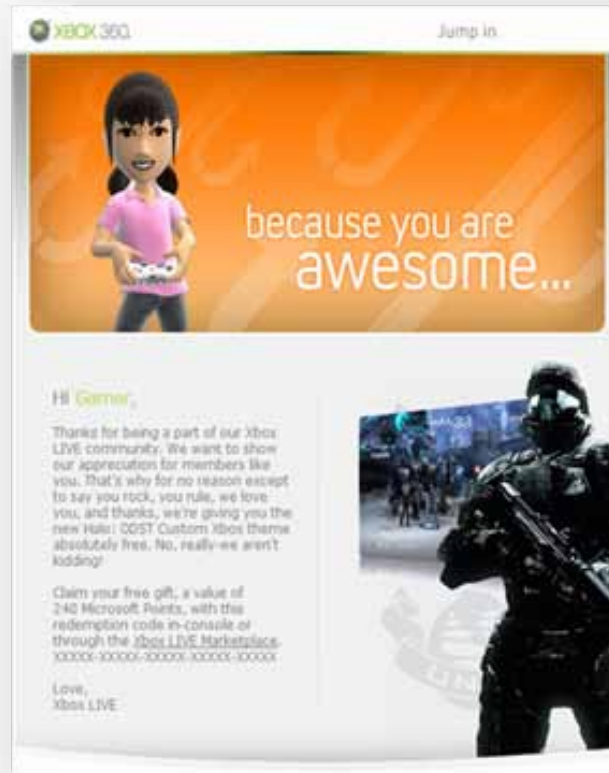
RECENT ACTIVITY

-  "Agent D3 is going to work..." on NBA's link.
-  "Team Jordan is well-represented..." on NBA's link.
-  "Much respect to the senior class..." on Marquette Golden Eagles - Official Site's link.



# EMAIL: XBOX

We created a pilot “Rewards” program for Xbox to drive gold retention. It ended with record-breaking metrics across the board, with up to 74% email open rates and 74% click-through rates. Not a numbers geek? Take our word for it; that’s a lot.



# ADVERTISING: STARBUCKS

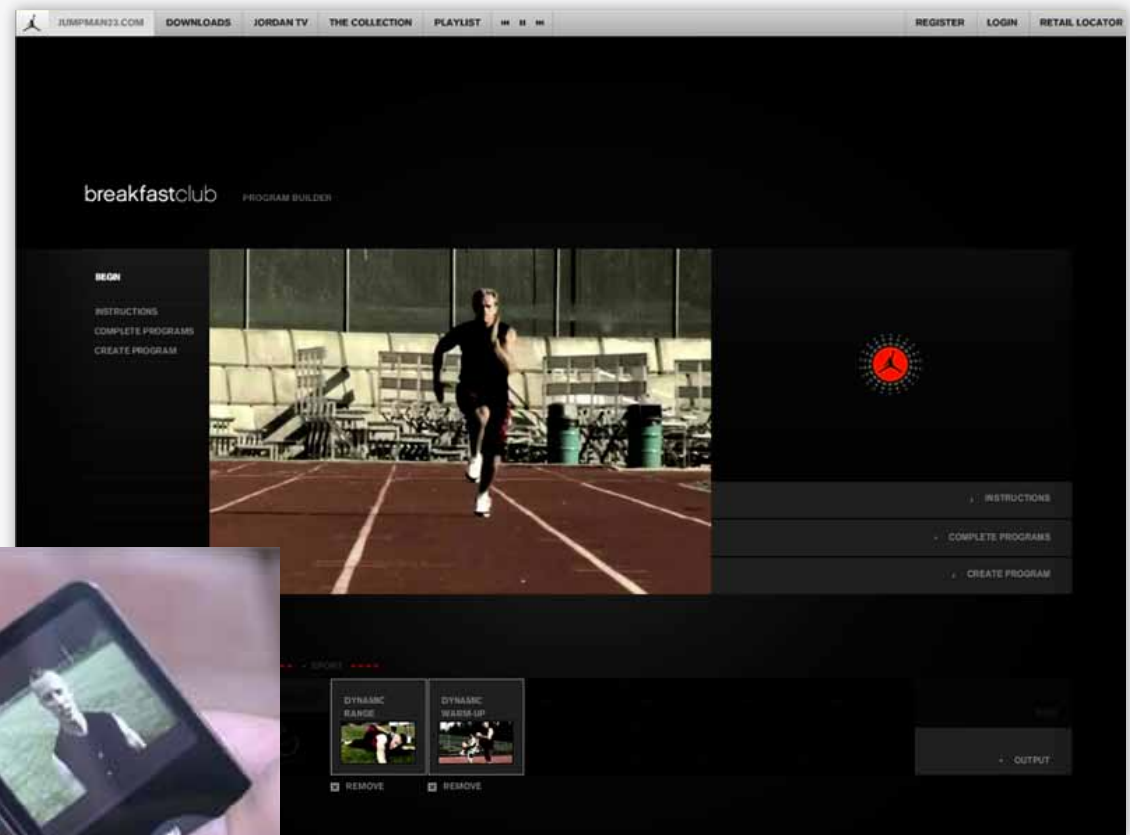


# PRODUCT EXTENSION: BREAKFAST CLUB

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*We created Breakfast Club for Jordan to give participants the tools to turn dreams into goals with a plan. Peer assessments and evolving exercise programs gave participants a reason to care and return over and over again. The Breakfast Club tour featured coaching authorities and Jordan athletes on mobile interactive kiosks.*

*This project won a Forrester Groundswell Award for Social Media “Enabling”.*





# 4. THE FUTURE

And now you're wondering what's next for Blast Radius.

We're a forward-thinking company and we're focused on the future. That means we keep an eye on the ever-growing digital industry, as well as changing customer needs and our own evolving expertise.

We feel we're well-positioned to transition into this exciting new world.

In the new world, everything is becoming digital – if it's not digital already.

The world continues to go through a massive media and cultural shift - the social web is an evolution in the way people communicate and interact on an everyday basis.

With ever faster rates of technology change, brands are finding their media plans obsolete & their products commoditized.

Executives are trying to understand the impact of these changes and how to allocate marketing resources.

# THE NEW WORLD

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*New opportunities are being created for great brands to emerge.*

Still, the territorial battle between so-called “digital” and “traditional” agencies continues. But as the market evolves and the world itself becomes increasingly integrated, the divide narrows.

The agencies that will succeed must do a multitude of things well:

*First, they must tell a story and generate interest and buzz in a brand. They must cut through the clutter and capture the imagination.*

*Second, they must deliver. Brands must provide consumers with more than a moment of entertainment. They must create innovative experiences that engage, inform, and provide true value. In new, exciting and unexpected ways.*

# OUR TASK

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*Become  
more entertaining*



*Become  
more titillating*



*Become  
more humorous*





# OUR TASK

*Become  
more connected*



*Become  
more empowering*



*Become  
more inspiring*



# GREAT BRANDS

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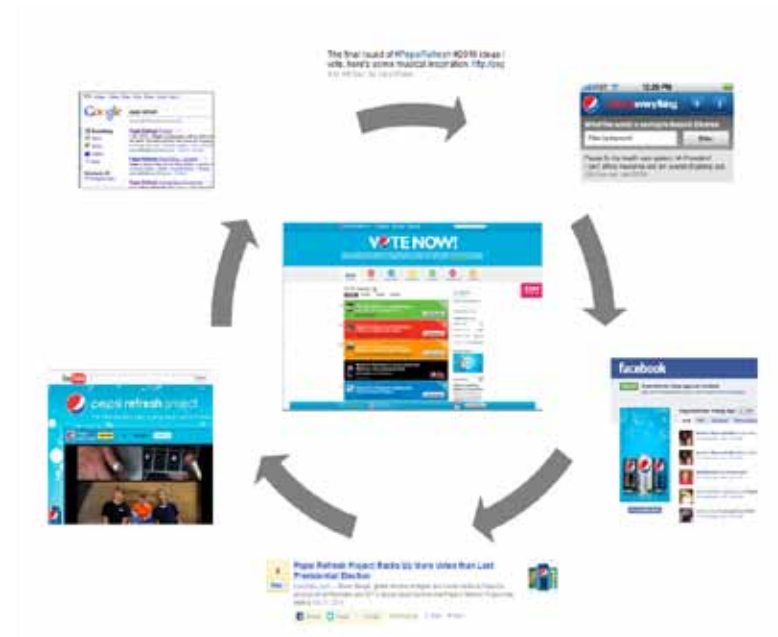
To engage & connect in this networked world, brands need to create an ecosystem:

- Of earned, owned & bought media working together to drive reach, sustained awareness and engagement.
- That is always on, always engaging.
- Based on a Shared Ideal – a commonly held belief between a brand and a consumer that is participated in by both, which empowers and connects customers while driving deep engagement & sales.

*This is where we can excel.*

We've spent fifteen years developing the skills and experience to help brands achieve this ecosystem.

Hence, our mission – which guides everything we do.





**Microsoft**



**NIVEA**

# OUR MISSION

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We're a digital agency that helps drive  
our clients' business by connecting their brands  
& consumers in creative & innovative ways.

And going forward?

We will continue to grow in new ways,  
better serving our clients' changing needs.  
This is our inspiration and our vision for  
the future.

# OUR VISION

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Interactive technologies are now the foundation of marketing – creating an opportunity for Blast to build up the brand strategy, creative, technology, media, content and analytic capabilities needed to help lead the brand.

Blast Radius will become the lead agency that marketers call on to create great brand experiences for the connected consumer

Consumers value social interactions and inspiring experiences. They are always on and always connected and expect their attention to be earned. Great brands need to be always on, always engaging, always top of mind, and earn their way.

We advocate innovative brand models which fuel revenue growth by connecting, empowering, and inspiring companies and consumers, thereby creating indispensable relationships.



**4. CLOSE**



We hope this is a helpful overview of our past, present and future. However, this is a brand book – not a bible. It's simply one iteration of the Blast Radius story to date.

As we continue to pursue our vision and grow, so will our story. And we ask that you all add to it by driving innovation each and every day.

Of course that means in big ways – by contributing to your projects and teams and striving to do your personal best.

But it's also the little things. If you can think of something that would add to your office or our culture, don't wait for it – make it happen. We'll leave you with this story; it's one little way a Blastee made an impact every day.

When Tim Darragh first started in our Seattle office, he noticed the monitors in our lobby, each with the same boring image. Tired of staring at them day in and day out, Tim decided to make a few signature screens that convey our personality. So, he did. Those are the images you see at the end of this book. And in some of our lobbies every day. And, if you'd like, on your own screen – download the screensaver and other marketing assets (including templates and logos) at:

<http://intra.blastradius.com/display/MKTG/Home>



OLASC FACIU

BLAST RADIUS

to welcome

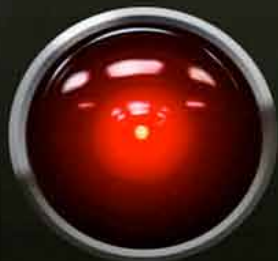




私を食べなさい

ULTRA RADIUS

HAL 9000



Queen to Bishop 3,  
Bishop takes Queen,  
Knight takes Bishop. Mate.

BLAST RADIUS



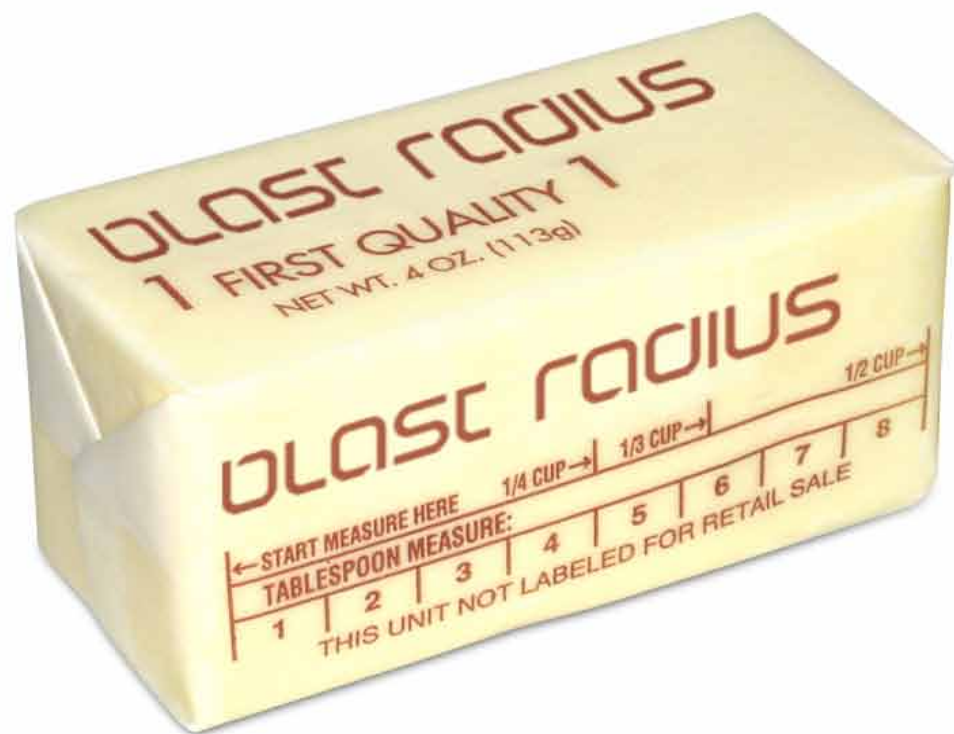




ORION  
ESA







BLASE RADIUS  
1 FIRST QUALITY 1  
NET WT. 4 OZ. (113g)

BLASE RADIUS

← START MEASURE HERE    1/4 CUP →    1/3 CUP →    1/2 CUP →

1	2	3	4	5	6	7	8
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TABLESPOON MEASURE:  
THIS UNIT NOT LABELED FOR RETAIL SALE



BLAST RADIUS

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*Brian Mitchinson, June 2011*

