



**1** Beaker Wine Glasses are one of the company's most successful experiments and come in sets of four. Periodic Tableware. [ptware.com](http://ptware.com)  
CIRCLE #801

**2** Laboratory Shot Glasses include two beakers and two Erlenmeyer flasks.  
CIRCLE #802

**3** The Vacuum Syphon Coffee Maker, due to release in the Fall of 2018, uses a full-immersion brew system.  
CIRCLE #803



not familiar. So that's why I stick to beakers and flasks, and I also stick to very classic design in terms of houseware elements."

Jamshidi painstakingly designs each piece of glassware with retail pricing in mind and often knocks off any bells and whistles that might make his products more expensive. Most of his sales are wholesale, and he works closely with retailers so that they can be as successful as possible in selling his glassware.

"My most successful retailers are little gift stores. Ninety percent of the time (the glassware) is bought as a gift for somebody else. It works well because it's for the person who's hard to buy a gift for. It's a student; it's a teacher; it's somebody who's involved in the sciences, and there's not necessarily all that much for them," he said, explaining how the glassware sells.

For creating the most surprising effect, Jamshidi said displaying the glassware among other glasses is often unexpected and creates a moment of excitement for customers. By displaying the glassware on a shelf with overhead lighting, consum-

ers are drawn to the unique product among other glassware.

"One thing that can happen sometimes is if your eye goes over too quick, or if you don't see it from the right angle, you'll just be like, 'oh, it's a beaker, it's a flask,' without realizing its actual drinkware," he said. "It's a unique product that's going to get a lot of interest and attention and, lots of times, (customers) will call over the other person they came in the store with from the other side of it just to come look at it."

Building on the excitement, Periodic Tableware is currently developing its Vacuum Syphon Coffee Maker that uses a full immersion brew system and is placed directly on stovetops. Jamshidi said he is hopeful the coffee maker will debut in November in time for Christmas, but a date hasn't been set.

Retailers looking to add Periodic Tableware to their shops can send Jamshidi an email to get connected with the company. He is familiar selling wholesale to small gift retailers and enjoys interacting with small business owners.

The Periodic Tableware online store opened in February 2015, and Jamshidi said he's seen buyers become repeat customers and he credits the business to the unique idea of lab glass as drinkware. He could easily credit his originality, but Jamshidi remains humble.

"I'm not the first person to come up with (this idea). Have you ever seen a beaker mug? That's been around forever, so it's the same idea, but they just didn't take it very far. And that's often the difference between the first idea and the successful idea—exploring it further," he said. "That's what my glassware does and that's why it's so interesting and unique; that one time out of 10 where people buy it, they HAVE to have it. It's the minority, but it's a strong minority." •