



2330 Bryant St.
Palo Alto, CA 94301





Polar Spring 101 First St. # 159 Los Altos, CA 94022

## Thoughts on Polar Spring

Polar Spring suggests at least three images: the season, upwelling water, and an uncoordinated combination of a magnetic pole and a steel coil.

The latter two images play off the words individually and don't have an immediate set of associations together, but do suggest useful concepts, A pole for example is an extreme and implies an opposite extreme. It also brings to mind the possibility of an exis about which things turn or spin or revolve. The concept of the coil also suggests revolution, but a revolution with an element of progressors breaks out of the same old cycle. One stops going in circles and instead spirals upward if the coil is a helis, or spirals upward or downward and towards a point or objective if the spring is conical.

In any event, the words polar spring conjure up images of movement, of flow, of transfer, maybe translation. The image of upwelling, clear water in particular suggest a lively, life-swstaining, bubbling up of value, of ideas, of substainance. Springs are sacred—particularily thermal apprings. (That leads us a bit afield, but it might lead to associations with other sacred things, such as home).

The seasonal polar spring brings to mind images of quickness, color, and enormous productivity as the long night turns to long day. It also brings to mind the movements of wast herds and flocks of creatures coming to take advantage of that productivity. The polar spring is itself very brief for it serves to usher in the polar summer --- the easy times in a hard life.

In sum, the words polar spring bring to mind positive images of growth, movement, upwelling life, high productivity, wigor, color, and life. While it leads immediately to thoughts of wrath following cold, it also suggests the image of cold water---instensely cold--- so it has uses for associations with both warmth and cold.

Buford Holt September 20, 1987



John Wiest's Birthday January 18, 1988











First Investors' Meeting July 22, 1988











The Great Dave's Back to School Party and Company Pionic August 19, 1988































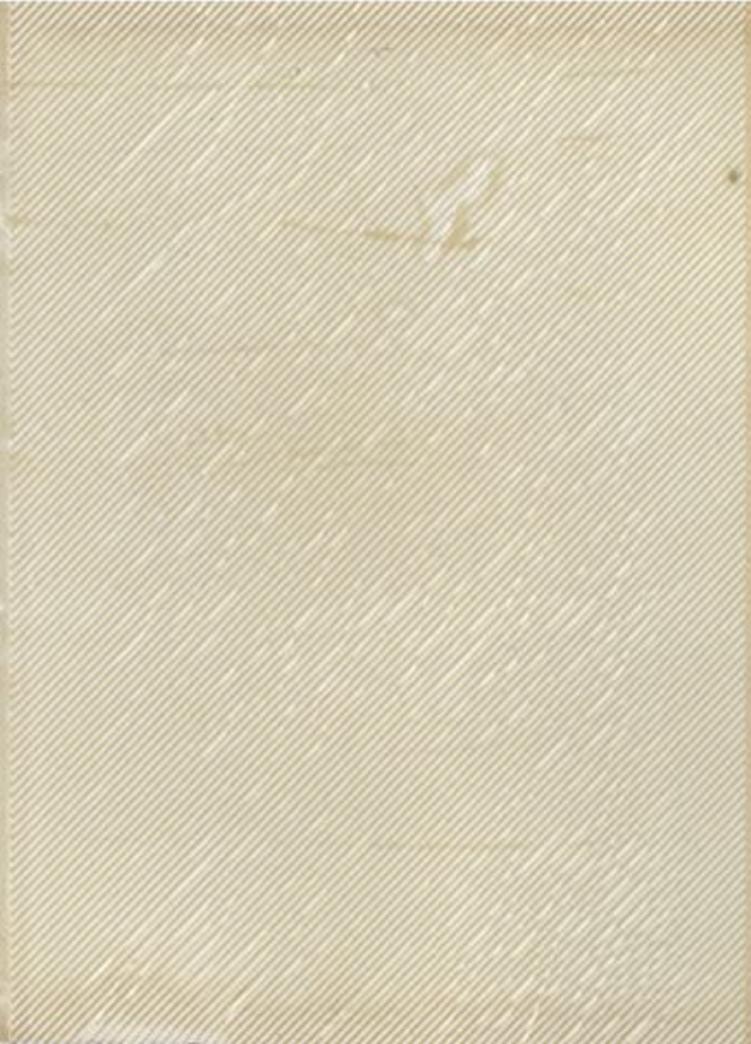




The Hunks of Polar Spring Photo Test of models for our first brochure November 23, 1988









Team Retreat December 3, 1988

























## Photo Shoot at Paul Dali & Joy McCully's house December 8, 1988

















## SURPRISE Roast & Bon Voyage Party for Don Hendricks

as he prepares to bicycle around Australia and New Zealand

## Sunday, January 8, 6:00 PM Gambardella's restaurant

Oak Grove Ave. between El Camino and the Menlo Park train station Andy is making us a special feast, \$20.00/person incl. tip, tax, wine

Please call Germaine Cummings (408) 247-3464 to RSVP







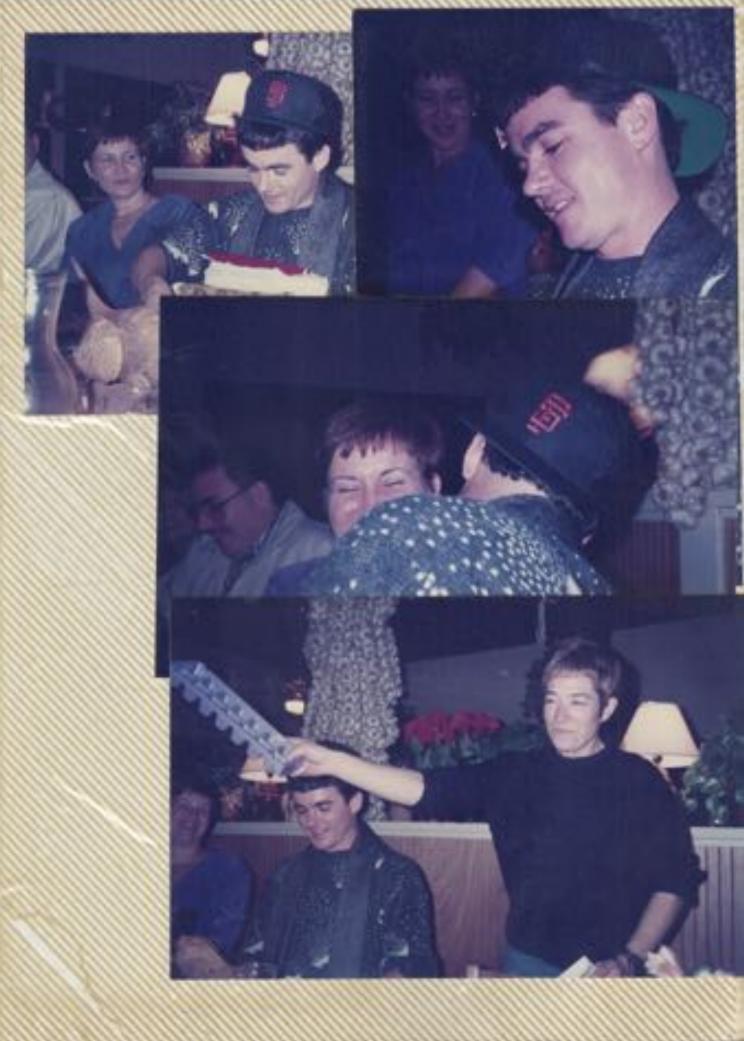


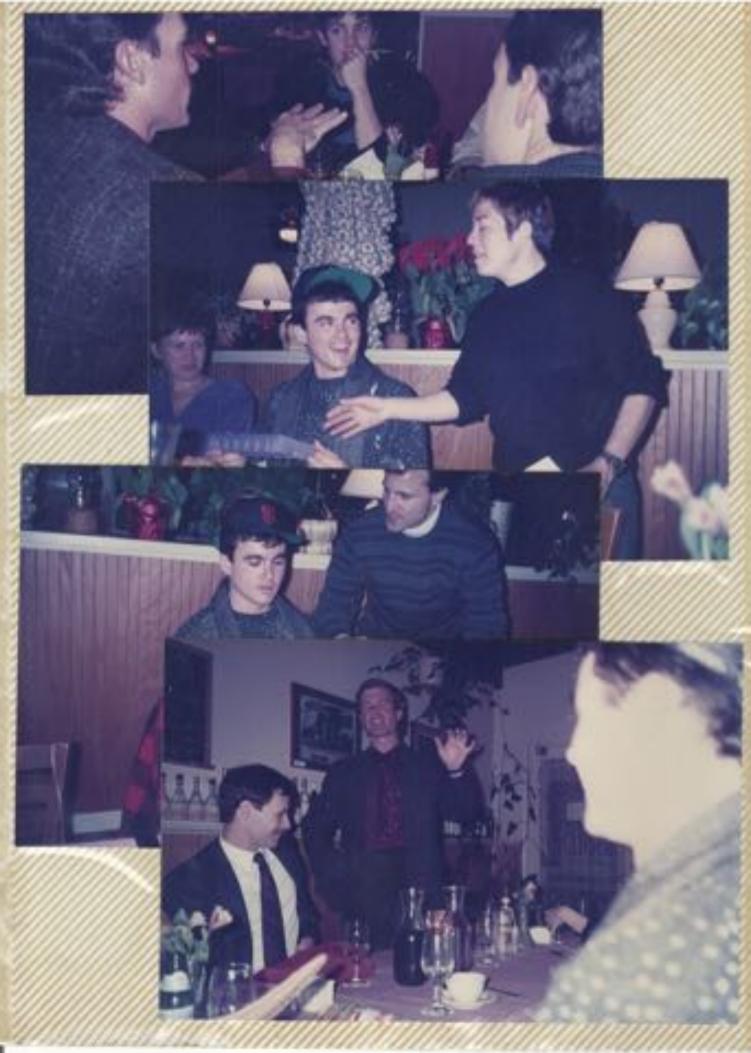












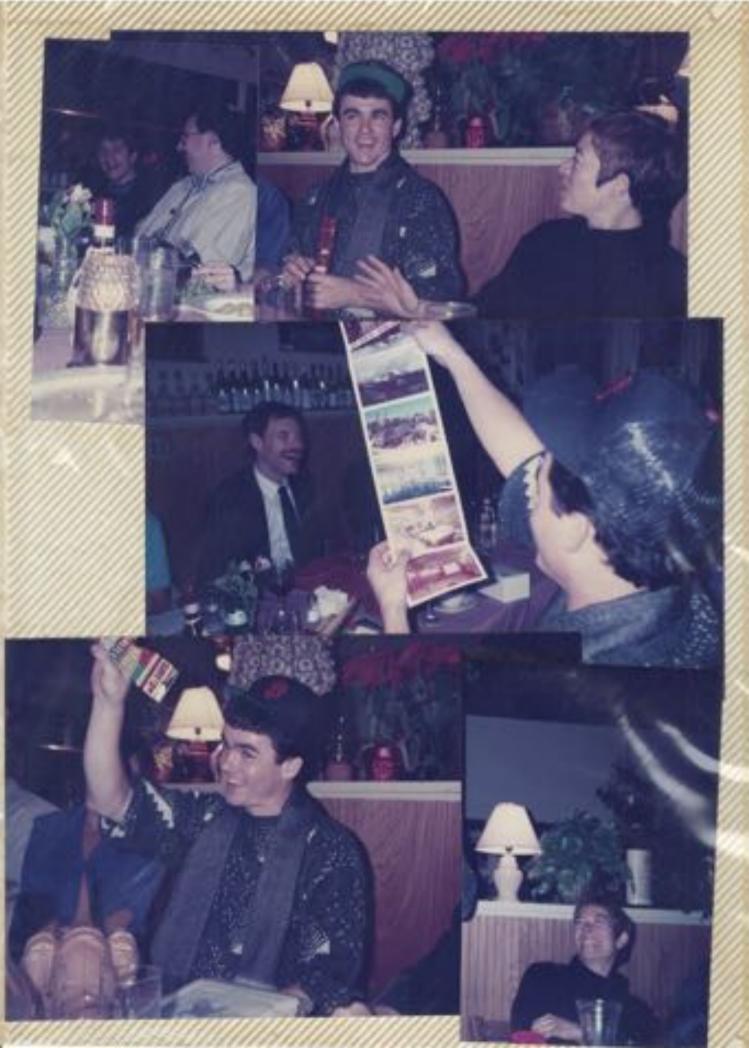






































## Investor's Meeting, January 1989































Agenda

. P.S. "DOLBY"

· Williams Sonoma

· Elkay

June S

- Sampo Print





Make Sune your product is differentiated—Braniff



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Poetiently for nesults
Toe fisherman



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PRH yannalol

olar Spring Corporation as moved to:

501 Edison Way Ienlo Park, CA 94025 SA

ur telephone and elefax numbers remain ne same:

hone: 415/368-2852 ax: 415/368-7892 We wish you a joyous and productive New Year. The entire team appreciates the encouragement you gave us in 1989.

1990 promises to be challenging, but with the on-going support of friends and associates such as you, we look forward to great success in the new year.

Happy Holidays!

The Polar Spring Team



















































