

SJÖSTRAND

PRESS RELEASE

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THE ORIGINAL 2.0 LAUNCH



SJÖSTRAND COFFEE CONTINUES TO PUSH THE CAPSULE MACHINE MARKET FORWARD WITH THE LAUNCH OF THE ORIGINAL 2.0

Stockholm, April 2026 – Swedish design brand Sjöstrand Coffee introduces The Original 2.0, an updated version of its iconic capsule machine and the first major evolution of the design since its launch in 2011.

While the machine retains its recognisable silhouette, the new edition introduces a series of both internal and external improvements that enhance performance, durability, and everyday usability.

Internally, the machine has been re-engineered with an updated construction that ensures more consistent temperature control and precise water dosing, allowing for improved extraction of flavour and aroma. These technical improvements enhance overall performance while extending the machine's lifespan.

Externally, key components have been updated. The machine now features a new steel handle as standard, designed to improve ergonomics and developed as an interchangeable component, allowing users to personalise the machine with alternative grip options available to buy separately. The coffee spout has also been upgraded and is now constructed entirely from steel, offering improved durability and a more refined finish compared to the previous design.

Crafted from stainless steel and compatible with Nespresso® capsules, The Original 2.0 reflects Sjöstrand's signature approach to product design – combining Scandinavian minimalism with inspiration drawn from classic Italian espresso machines.

Repairability remains central to the construction, with replaceable components designed to support long-term use and reduce product waste. The result is a considered evolution of Sjöstrand's signature coffee machine, maintaining its timeless design while improving the details that shape the everyday coffee experience.

The Original 2.0 will be available from 16 April 2026 at sjostrandcoffee.com.

PRODUCT DETAILS

Model

The Original 2.0

Colours

- Steel
- Black
- Beige
- Brass

Weight

4,4 kg

Dimensions

H: 26cm

D: 33.7cm

W: 19cm

Material

Stainless steel

Price

- 425€ (steel, black, beige)
4500SEK (steel, black, beige)
- 475€ (brass)
5000SEK (brass)

Key Features

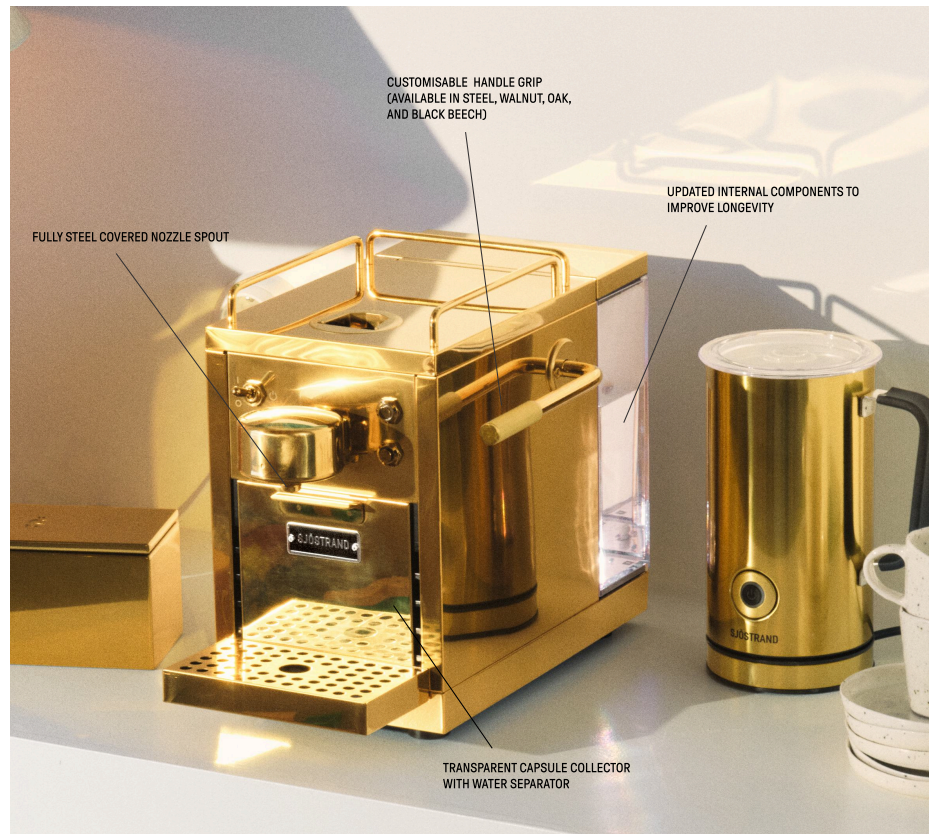
- Nespresso® compatible
- Repairable construction with replaceable parts and components
- Removable water tank
- Automatic and programmable coffee output
- Adjustable drip tray
- Power saver mode

PRESS CONTACT

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ABOUT SJÖSTRAND COFFEE

Sjöstrand Coffee is a Swedish design brand founded in Stockholm in 2011 with the ambition to create coffee machines where design, functionality, and material quality are equally considered.

Combining Scandinavian craftsmanship with inspiration drawn from classic Italian espresso culture, Sjöstrand designs coffee capsule machines built primarily from stainless steel – a durable material chosen to support reparability, longevity, and long-term use.

Alongside its machines and accessories, Sjöstrand Coffee offers a curated range of Nespresso® compatible coffee & hot beverage capsules that are aluminium- and plastic-free.

Sustainability is approached through materials, coffee sourcing, and lifecycle thinking. Alongside durable stainless steel product design, Sjöstrand's aluminium- and plastic-free capsules are made from a bio-based material derived from coffee production byproducts. The brand also supports circular initiatives such as *buy-back* and *re-crafted* programmes, extending the lifespan of its machines and reducing product waste.

Through its collection of machines, capsules, and accessories, Sjöstrand Coffee aims to elevate the daily coffee ritual while maintaining a focus on thoughtful design, responsible materials, and long-term usability.