

# FRENCH RABBIT PACKAGING

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## Properties list:

- logistic optimisation
- biodegradability and compostability
- end-user packaging
- new product
- wine
- brick
- polylaminated
- pop
- contemporary
- mass-market
- single product
- metallescent
- illustrated character
- identity by system of colour

Tetra-Prisma containers are state-of-the-art packaging that will revolutionize the wine industry. 100% recyclable, Tetra-Prisma containers reduce packaging by 90% in comparison to typical glass wine bottles. In fact, Tetra-Prisma containers have less packaging than an egg! These light weight containers weigh only 3% of the total weight, while an eggshell weighs 7% of the total weight of an egg. With an easy-to-use twist off cap, collapsable design and 2 extra glasses per container, Tetra Prisma containers make French rabbit wines the most convenient wine available.

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Reference: <http://blog.thinkable.it/2008/03/20/french-rabbit-packaging/>, <http://www.frenchrabbit.com>,  
[http://www.notcot.com/archives/2007/04/french\\_rabbit\\_w.php](http://www.notcot.com/archives/2007/04/french_rabbit_w.php)

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