## **ORGANA**



## Properties list:

end-user packaging
range of products
new product
soft drinks
labels and sleeves
bottle
glass and ceramics
contemporary
unusual visual association
transparent
identity by typography
identity by system of colour
identity by abstract shapes

Art director, Nikolaj Fremming of Denmark agency Rosenstand & Co. sent in this packaging for a new organic softdrink that comes in three different avors and is made from natural, organic ingredients and sparkling water. Ogana Mineral Drink is all natural - processed through a one of a kind method that retains full nutritional value without compromise. No chemicals or heat are used while the mineral water is filtered. This ensures that all enzymes and nutrient systems naturally found in plants remain intact. Organa Mineral Drink tastes great and one can drink it up right from the bottle. Moreover, it does not have a long aftertaste.

Reference: http://lovelypackage.com/organa/, http://www.rosenstandco.dk/case/30/organa

Credits:

Country: Denmark

**Year:** 2009

Agency: Rosenstand & Co.

Designer and Art Director: Nikolaj

Fremming

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