



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

Other images: