



Properties list:
end-user packaging
single product
new product
water
bottle
plastics
minimal
transparent
identity by typography

Voda means water in the Serbian language. The package developed for the premium natural spring water VODAVODA is a squared bottle communicating the high quality and the purity of the product, which is filtered naturally through layers of limestone at a depth of 273 meters without a need for additional filtration or chemical processes and bottled at the source. and is served with immaculate purity.

The squared form of the bottle makes it possible to fit more bottles per given volume than a common round bottle. This meant more bottles delivered to people for less money and energy.

The materials chosen for the package are glass (for 0,5 l and 0,75 l bottles) and PET (for 1 l and 1,5 l bottle).

Reference: <http://www.vodavoda.com/>

Credits:

Country: Serbia

Year: 2006

Agency: Nondesign

Producer: Arteska

Designer: Branko Lukic, Suncica Lukic

Other images:

