

# W! AL GENERATION

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## Properties list:

- identity by typography
- unusual structural association
- bottle
- wine
- opaque
- metallic
- contemporary
- high-tech
- metals
- logistic optimisation
- end-user packaging
- range of products
- new product
- identity by system of colour

"W!" stands for "Wine" and "AL" refers to the chemical symbol of Aluminium. With the term "Generation" the project addresses to a new generation of audience, more "green-oriented". Aluminium is in fact eco-friendly material: 100% recyclable, but lighter and more shock-resistant and corrosion-resistant than other materials. It's durable, an excellent thermal conductor and endlessly reusable. The new green pack is a multipurpose bottle, both indoor and outdoor.

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Reference: <http://www.caldirola.it/eng/prodotti.asp?idl=16>

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## Credits:

**Country:** Italy

**Year:** 2009

**Producer:** Casa Vinicola Caldirola

Other images: