

SOLÀ€N DE CABRAS



Properties list:

- tactile packaging
- design for all
- end-user packaging
- new product
- water
- bottle
- plastics
- identity by shape
- identity by colour

Solà€n de Cabras, the Spanish brand of mineral water, made its entry into the sector of 1,5 l bottles with a PET packaging which emphasizes the shelf visibility of the product through its squared shape, straight lines and broad smooth surfaces, interrupted only by abrupt corners. The package is characterized by the contrast between the dark blue of the bottle body and the white sleeve that covers the upper part of the pack, bearing the logo Solà€n de Cabras. The brand-name is also repeated in braille along the walls of the PET container, in order to communicate the brand to the blind. The PET perform for the bottle was supplied by Amcor PET Packaging Europe/Asia, producer of PET packaging for the food and beverage industry.

Reference: http://www.italiainballaggio.it/italiainballaggio/05_04/sezioni/01_mark/rubr_mark.html

Credits:

Country: Spain

Year: 2004

Producer: Amcor PET Packaging

Other images: