FILL & GO



Properties list:

reusability refill system end-user packaging single product water update additional structural elements bottle plastics mass-market identity by shape identity by colour

Brita re-launched the "Fill & Go" the sport bottle, with the filter inside.

The range was extended with new see-through colours and the bottles now have a vibrant shrink-sleeve labels to allow the internal filter to be seen. There are five colours including silver, metallic blue, clear blue, pink and clear.

The "Fill & Go" filter removes chlorine, bad tastes an odours from tap water. It is a costeffective alternative to bottled water, delivering 57 liters or 80 refills from just one replacement filter, which is less than 10c per refill, a substantial saving on bottled water.

Reference: http://www.brita.com.au/help/faqs-fill_and_go

Credits:

Country: Australia / New Zeland Year: 2007

Other images:

