

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 and odours from tap water. It is a cost-effective 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:

