

# PERRIER FLUO

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**Properties list:**  
end-user packaging  
range of products  
new product  
soft drinks  
bottle  
plastics  
pop  
fluorescent  
identity by shape  
identity by system of colour

Bottle for an aromatized water, that can be seen also in semidarkness thanks to the aluminium surfaces reflecting the light. A different coloured version of the bottle was designed for each flavour of this Perrier product: light blue for mint, yellow for lemon and ginger, rose for cherry.

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**Reference:** [L'espresso, n°25 - June 2003](#)

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**Credits:**

**Country:** France

**Year:** 2007

**Agency:** Dragon Rouge

Other images: