

EVIAN NOMADE

Properties list:



Evian introduced its "nomad" bottled water topped with an unusual hinged closure moulded with a loop, allowing the 750ml bottle to be conveniently clipped to something such as a backpack, allowing the consumer to tote it along.

The loop portion of a hinged protective "overcap" is the key part of the custom one-piece closure (inset). The hinge, which is locked, must be released to access the product. That's done through a three-step process printed on the label: press on the arrow-pull ring-remove foil seal.

Reference: <http://www.pdc-sleeves.com/articles.html>

Credits:

Country: France

Year: 2000

User: Evian

Other images:

