

Properties list:



Technological packaging for the new Ferrero Estasport: an isotonic hemp based beverage, rich in potassium salts, anthocyanins and natural antioxidants. A formula that requires thorough protection. The bottle, designed in partnership with Giugiaro Design, is characterised by an unusual ergonomic profile, a central tapering and four lateral ridges along the longitudinal axis.

The transparent red colour which recalls the red of Estasport has been developed by Constar with Colormatrix and produces a barrier effect against the light and UVs, thus protecting the contents against ageing. The other components of the bottle also perform this function. Obtained using Kortec multi-layer technology, it combines two layers of PET and a middle layer of Nylon and Oxbar (an absorber with a catalysing action which reduces the level of oxygen present in the PET walls and impedes its passage). The same goes for the cap which is also red and made of high barrier HDPE.

Reference: http://www.italiainballaggio.it/italiainballaggio/01_02_06/sezioni/02_oscar/art1_oscar.html

Credits:

Country: Italy

Year: 2005

Agency: Giugiaro Design

User: Ferrero

Producer: Constar International

Other images:

