



Properties list:

end-user packaging
single product
new product
water
bottle
plastics
luxury
contemporary
identity by shape

The project takes inspiration from the stunning scenery of Norway's Hardanger region to create the bottle for Isklar water. The light-weight PET bottle, which reminds the pureness of the Folgefonna glacier, has led to many design awards, and in 2009 Harrods even dedicated a window display to Isklar.

Reference: <http://www.blumarlinbd.com> <http://www.isklar.no>

Credits:

Country: United Kingdom

Year: 2008

Agency: Blue Marlin Brand Design

User: Isklar

Award: Water Innovation Award "Best Bottled Water Concept", 2008

Award: UK Packaging Award "Best Rigid Plastic Packaging", 2009

Award: Pentawards Gold Award "Beverages: Water", 2009

Nomination: FAB Awards "Non-Alcoholic Drinks", 2009

Other images:

