



**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.

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

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**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:

