

LEVISSIMA EASYCAP



Properties list:

- reusability
- information about packaging
- product accessibility
- end-user packaging
- range of products
- update
- water
- opening and closure systems
- plastics
- mass-market
- instruction through pictograms
- identity by shape

EasyCap bottle is one of the result of the project of redesign for the brand Levissima. The bottle has a reclosable hinged cap for an on-the-go consumption of water.

Reference: <http://www.levissima.it/easycap> , <http://www.beverfood.com/v2/news+article.storyid+630+k+LEVISSIMA-CON-EASYCAP-FINALISTA-AL-BOTTLED-WATER-WORLD-DESIGN-AWARDS-2007.htm>

Credits:

Country: Italy

Year: 2007

User: Nestl ©

Award: Marketing and Innovation Grand Prix "Product of the year", 2008

Other images:

