

# VERSUS WINES UNPLUGGED

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## Properties list:

ready to use  
carrying system  
product accessibility  
adults  
end-user packaging  
range of products  
concept  
wine  
dispensing systems  
pouch  
plastics  
mass-market  
identity by shape  
photo to describe

When you see Versus packages you immediately understand that they want to set apart from the lack of innovation of the wine industry. The new pouches offer various advantages: they are easier to transport thanks to the smaller structure, they takes less time to cool and it's easier to pour the wine thanks to the leak-proof tap. Even if they're not 100% recyclable as the traditional glass bottles, the overall environmental impact of the production of these pouches still manages to be lower, producing less waste.

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Reference: <http://www.servusversus.com>

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## Credits:

**Country:** South Africa

**Year:** 2008

**Producer:** Astrapak

Other images:

