GRAPPE UT



Properties list:

alcohols and spirits additional structural elements bottle glass and ceramics cardboard and paper contemporary debossed, embossed identity by shape identity by system of colour new product range of products end-user packaging adults product accessibility

The 700 ml bottle interprets the tradition of ancient jars maintaining the idea of care and protection and transferring it to a modern, transparent and essential design. The brand is engraved on the glass in order to emphasize a direct link with the product. The large neck design is integrated with the pourer to guarantee a precise drop cut and a complete sensory fruition.

Reference: http://www.artefice.it/php/search.php?brand=Grappa%20Frattina

Credits:

Country: Italy Year: 2009 Agency: Artefice Group User: Fratelli Averna

Award: GrandPrix Brand Identity Award "Beverage Packaging", 2009

Other images:





This document was created by www.packagingdesignarchive.org Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1776