



## Properties list:

- refill system
- end-user packaging
- range of products
- new product
- cosmetics, beauty and toiletries
- dispensing systems
- flacon
- cheer-pack
- plastics
- contemporary
- translucent
- identity by illustration
- identity by system of colour

Launched in 1968, Bliw was the first ever liquid soap to be sold in stores. The formula, design and colour of the product have evolved over the years. In 2002, the round bubble shaped container became even rounder in design, thanks to Alessi designer Stefano Giovannoni and in 2005 the first bubble created through a design collaboration with Nordic designers was launched. In the spring 2009 Bliw was relaunched with a new design and with new fragrances and at the same time Bliw became eco-labelled.

Pump label is screen and flexo printed, 5 colours. The refill packaging is rotogravure printed, 5 colours. It has transparent areas to show the beautifully coloured liquid soap. All soaps are differentiated by colour, with floral silhouettes both on the pump and the refill.

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Reference: <http://www.bliw.se> , <http://www.carolineigel.se/post/Bliw-pump-and-refill-packaging.aspx>

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## Credits:

**Country:** Sweden

**Year:** 2005

**Agency:** BAS Brand Identity

**User:** Cederroth

**Designer:** Caroline Igel

Other images:

