

# COCA-COLA BY DZMITRY SAMAL

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**Properties list:**  
end-user packaging  
single product  
concept  
soft drinks  
can and tin  
metals  
high-tech  
debossed, embossed  
identity by shape  
tactile packaging

Coca-Cola can, New 33cl aluminium concept can for Coca-Cola. The new can design utilizes a process called impact extrusion, a process where an aluminium slug (solid piece of metal) is pressed at a high velocity with extreme force into a die/mould by a punch.

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**Reference:** [http://www.samaldesign.com/pages/dzmitry\\_samal9.html](http://www.samaldesign.com/pages/dzmitry_samal9.html)

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**Credits:**

**Country:** France

**Year:** 2009

**Designer:** Dzmitry Samal

Other images:

