

COCA-COLA BY DZMITRY SAMAL



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.

Reference: http://www.samaldesign.com/pages/dzmitry_samal9.html

Credits:

Country: France

Year: 2009

Designer: Dzmitry Samal

Other images:

