



**Properties list:**  
end-user packaging  
range of products  
new product  
water  
bottle  
glass and ceramics  
identity by shape  
identity by system of colour

The new and unique capacity of the bottle has become the name of the product, La70 distinguishes its uniqueness in the Italian market.  
The label is white and sober to underline the brand name as the focus of the communication.

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**Reference:**

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**Credits:**

**Country:** Italy

**Year:** 2010

**Agency:** O-I

**Producer:** O-I

Other images:

