



Properties list:
end-user packaging
range of products
new product
water
bottle
glass and ceramics
contemporary
unusual structural association
identity by shape

The bottle design focuses on the line that forms a curved indentation in the middle of the body, while the shoulders and the base have the same diameter. The elegant shape is emphasized by the refined ceramic ink screen printed transparent label that allows the visibility of the water. Also the shaped body of the bottle features an easy grip and the sleek design sets it apart from competitors.

Finalist at the Water Innovation 2010 contest.

Reference:

Credits:

Country: Germany

Year: 2010

Agency:

Zweipunktnull

User: gize

Producer: O-I

Other images:

