

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 d esign 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:

