



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

To stand out from the packaging of the competitors, Alpine mineral water, intended for on-trade channel, is packaged in a glass bottle shaped like a typical wine bottle to emphasize the premium quality of the product; the label too has a sophisticated graphic printed with metallescent ink.

Reference:

Credits:

Country: Austria, Germany

Year: 2010

Agency: Kastner&Partner

Producer: O-I

Other images:

