



**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.

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## Reference:

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### Credits:

**Country:** Austria, Germany

**Year:** 2010

**Agency:** Kastner&Partner

**Producer:** O-I

Other images:

