

STRAUS FAMILY CREAMERY



Properties list:

- new product
- range of products
- additional structural elements
- milk
- bottle
- natural
- contemporary
- glass and ceramics
- transparent
- identity by typography
- identity by illustration
- identity by colour
- end-user packaging

"Our milk is available in reusable glass bottles. You can really help us out by rinsing them well before returning them - we will require less water for sanitation and can reuse them more often. Glass bottles have so many advantages - we don't even know where to start. First of all, they're reusable. On average our bottles have a return rate of 80% and get reused 6-8 times, so that's definitely good for the environment. But glass bottles also keep your milk colder in the fridge and therefore it lasts longer"

Reference: <http://strausfamilycreamery.com>

Credits:

Country: USA

Year: 2012

Other images: