STYLISH ARLA BOTTLE

Properties list:
new product
range of products
milk
bottle
plastics
minimal
contemporary
identity by system of colour
identity by colour
identity by abstract shapes
end-user packaging

30 ml milk bottle, meant for take away. Neumeister: ?We developed a brand new bottle and pa ckaging structure. Obviously a flirt with the traditional milkman and his bottle, but with an unquestionably modern touch. Innocent white being the main colour of attraction, making the individual green, blue etc, important tools of communication.?

Reference: http://neumeister.se/case/arla-mjolk/

Credits:

Country: Sweden
Year: 2009
Agency: Neumeister

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