

# STYLISH ARLA BOTTLE

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## 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 packaging 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."

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

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## Credits:

**Country:** Sweden

**Year:** 2009

**Agency:** Neumeister

Other images: