

RUGBY BOTTLE



Properties list:

- single product
- identity by shape
- new product
- water
- bottle
- plastics
- unusual structural association
- transparent
- end-user packaging

In honour of this year's Rugby World Cup hosted by France from September 7 - October 20, Sidel is unveiling a new 0.75 liter PET bottle shaped like a rugby ball. When Sidel's Process Engineering Department designed and modeled the bottle, its ultimate goal was to combine beauty and technical performance. In the quest to create realistic-looking packaging, designers looked for ways to reproduce the ball's stitches, texture and kicking tee. And, going one step further to get the perfect look, they tried to something new, actually placing the label under the bottle to avoid altering the shape of the ball.

Reference: [ItaliaImballaggio N.9 September 2007](#)

Credits:

Year: 2007

Agency: Sidel's Process Engineering Department

Producer: Sidel's Process Engineering
Department

Other images: