

GOCCIA PET



Properties list:

- tactile packaging
- end-user packaging
- single product
- water
- bottle
- plastics
- mass-market
- debossed, embossed
- identity by shape
- new product

Goccia di Carnia will shortly present a new series of PET bottles for the mass retail market and Ho.Re.Ca. The new containers (currently 1000 and 1500 ml, but soon to be followed by other sizes) stand out for their attractive ergonomic design and complete the range of PET products from this Friuli based company by catering for the 1000 ml segment (until recently the stronghold of its glasses line). The actual design of these new bottles was entrusted to the DEMO Design and Moulds division of Officine Meccaniche Meneghin.

Reference: [ItaliaImballaggio N.5 Maj 2006](#)

Credits:

Agency: Demo Design and Moulds

Other images: