

# EFFEN VODKA

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## Properties list:

new product  
alcohols and spirits  
labels and sleeves  
bottle  
glass and ceramics  
minimal  
transparent  
identity by shape  
identity by typography  
single product  
end-user packaging

The Effen Vodka package was developed with form meets function in mind. The bartender experts considered the bottle's shape diameter, and material in creating the most practical design. The resulting bottle not only boasts a sleek, modern design but is easy to handle and functions to keep the liquid colder, longer.

Beautiful, sleek and simple design. Bottles designed by Cahan & Associates, holiday packs designed by Arlo?.

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Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Köln, 2008](#)

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## Credits:

**Year:** 2004

**Agency:** Cahan & associates

**Designer:** Michael Braley, Todd Simmons

Other images:

