



Properties list:

end-user packaging
new product
single product
juices
flacon
plastics
unusual structural association
identity by shape

Gloji won the Gold Pentaward in the 2008, in the Soft Drinks + Juices. Gloji is an antioxidant power drink which is made from the ripest of goji berries, harvested in the traditional Tibetan manner of shaking rather than picking from the trees, ensuring each berry is fully in-tact prior to pressing. The fruit is then hand-wash and pasteurized before being fed through the fresh press centrifuge in order to capture the pure juice of each berry. All done in Tibet before being shipped to the US for bottling. The unusual light bulb shaped bottle is a nice reference to the energy-giving properties of the drink. Gloji came in 2 type of avors, Gloji Mix and Goji Gold.

Reference: <http://www.gloji.com/main.html>

Credits:

Award:

Gold
Pentaward
2008

Other images:

