PERRIER FLUO



Properties list:

end-user packaging range of products new product soft drinks bottle plastics pop fluorescent identity by shape identity by system of colour

Bottle for an aromatized water, that can be seen also in semidarkness thanks to the aluminium surfaces reflecting the light. A different coloured version of the bottle was designed for each flavour of this Perrier product: light blue for mint, yellow for lemon and ginger, rose for cherry.

Reference: L'espresso, n°25 - June 2003

Credits:

Country: France Year: 2007 Agency: Dragon Rouge Other images: