LEVISSIMA EASYCAP



Properties list:

reusability
information about packaging
product accessibility
end-user packaging
range of products
update
water
opening and closure systems
plastics
mass-market
instruction through pictograms
identity by shape

EasyCap bottle is one of the result of the project of redesign for the brand Levissima. The b ottle has a reclosable hinged cap for an on-the-go consumption of water.

Reference: http://www.levissima.it/easycap , http://www.beverfood.com/v2/news+article.storyid+630+k+LEVISSIMA-CON-EASYCAP-FINALISTA-AL-BOTTLED-WATER-WORLD-DESIGN-AWARDS-2007.htm

Credits:

Country: Italy Year: 2007 User: Nestlé

Award: Marketing and Innovation Grand Prix "Product of the year", 2008

Other images:





