VERSUS WINES UNPLUGGED



When you see Versus packages you immediately understand that they want to set apart from the lack of innovation of the wine industry. The new pouches offer various advantages: they are easier to transport thanks to the smaller structure, they takes less time to cool and it's easier to pour the wine thanks to the leak-proof tap. Even if they're not 100% recyclable as the traditional glass bottles, the overall environmental impact of the production of these pouches still manages to be lower, producing less waste.

Properties list:

ready to use carrying system product accessibility adults end-user packaging range of products concept wine dispensing systems pouch plastics mass-market identity by shape photo to describe

Reference: http://www.servusversus.com

Credits:

Country: South Africa **Year:** 2008 **Producer:** Astrapak Other images:

