

Properties list:

refill system end-user packaging range of products new product cosmetics, beauty and toiletries dispensing systems flacon cheer-pack plastics contemporary translucent identity by illustration identity by system of colour

Launched in 1968, Bliw was the first ever liquid soap to be sold in stores. The formula, design and colour of the product have evolved over the years. In 2002, the round bubble shaped container became even rounder in design, thanks to Alessi designer Stefano Giovannoni and in 2005 the first bubble created through a design collaboration with Nordic designers was launched. In the spring 2009 Bliw was relaunched with a new design and with new fragrances and at the same time Bliw became eco-labelled.

Pump label is screen and flexo printed, 5 colours. The refill packaging is rotogravure printed, 5 colours. It has transparent areas to show the beautifuly coloured liquid soap. All s oaps are differentiated by colour, with floral silhouettes both on the pump and the refill.

Reference: http://www.bliw.se, http://www.carolineigel.se/post/Bliw-pump-and-refill-packaging.aspx

Credits:

Country: Sweden Year: 2005 Agency: BAS Brand Identity User: Cederroth

Designer: Caroline Igel

Other images:

