

Properties list:

end-user packaging
range of products
new product
water
bottle
glass and ceramics
identity by shape
identity by system of colour

The new and unique capacity of the bottle has become the name of the product, La70 distinguishes its uniqueness in the Italian market.

The label is white and sober to underline the brand name as the focus of the communication.

Reference:

Credits:

Country: Italy Year: 2010 Agency: O-I Producer: O-I

Other images:



