ORONCO DI DIAEGO RUM



Properties list:

gift packaging tactile packaging end-user packaging single product alcohols and spirits bottle labels and sleeves other materials glass and ceramics historical, traditional transparent opaque debossed, embossed identity by shape update identity by typography

At Starpack Awards 2006 the Supreme Gold Award went to a beautifully designed and innovative bottle for Diageo's Oronoco rum, which the judges said was a "stunning pack combining technical difficulty with real shelf presence".

Reference: ItaliaImballaggio N.10 October 2006

Credits:

Award: Starpack Awards This document was created by www.packagingdesignarchive.org

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