SOLÃ€N DE CABRAS



Properties list:

tactile packaging
design for all
end-user packaging
new product
water
bottle
plastics
identity by shape
identity by colour

Solàn de Cabras, the Spanish brand of mineral water, made its entry into the sector of 1,5 l b ottles with a PET packaging which emphasizes the shelf visibility of the product through its squared shape, straight lines and broad smooth surfaces, interrupted only by abrupt corners. The package is characterized by the contrast between the dark blue of the bottle body and the white sleeve that covers the upper part of the pack, bearing the logo Solàn de Cabras. T he brand-name is also repeated in braille along the walls of the PET container, in order to communicate the brand to the blind. The PET perform for the bottle was supplied by Amcor PET Packaging Europe/Asia, producer of PET packaging for the food and beverage industry.

Reference: http://www.italiaimballaggio.it/italiaimballaggio/05_04/sezioni/01_mark/rubr_mark.html

Credits:

Country: Spain
Year: 2004
Producer: Amcor PET Packaging

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