VERSUS WINES UNPLUGGED

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

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.

Reference: http://www.servusversus.com

Credits:

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