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
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/277

Other images:

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/277