

PACKAGING THAT SELLS GLOBAL



> FINLAND REFILL, REUSE, RECYCLE

Plup Lähdevesi (spring water) is marketed in a donut-shaped .4L bottle that consumers are encouraged to refill and reuse, in a variety of creative ways. The project is part of the brand's overriding commitment to fund environmental initiatives. In Finland, Plup donates 10 euro cents from each bottle sold to the Baltic Sea Action Group, an organization dedicated to cleaning up the Baltic Sea. The HDPE bottle, sealed with a blue starfish-shaped cap, can be handled by existing bottle recycling machinery. The bottle is soon to be available in different colors and transparencies, and new products, such as juice, are also planned.



> FRANCE LIKE A MILLION BUCKS

In a masculine and modern bottle shaped like a gold ingot, 1 Million is Paco Rabanne's latest perfume for men. Created by designer Noé Duchaufour-Lawrance (www.neonata.fr), the packaging is comprised of a gold-anodized aluminum front plate, flacon and a spray cap that includes a lid and sprayer. The logo engraved on the front of the package takes its inspiration from Far West style typography. Eau de toilette is available in 50- and 100mL spray bottles. (Package development and plastic injection molding: MBF Plastiques, www.mbf-plastiques.fr)



> SPAIN PUSHING THE LIMITS OF PET

Lanjaron Mineral Water is packaged in a premium PET bottle targeted to premium restaurants and high-end hotels, where traditional glass bottles dominate. Sophistication was a must in this competitive landscape, and the sleek, clear shape of the bottle highlights the Spanish Mulhacén mountain that rises from its base, conveying a sense of purity and the natural origins of the brand. A simple, clean label with a white and silver color palette maximizes the transparency of the bottle. (Graphic design: Grupo Berro, www.grupoberro.com; Structural design: Tridimage, www.tridimage.com)