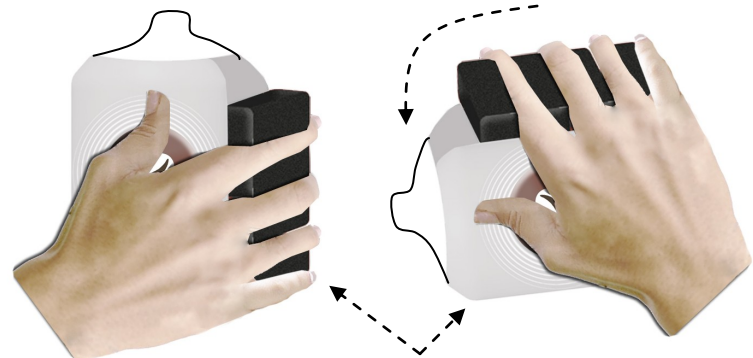
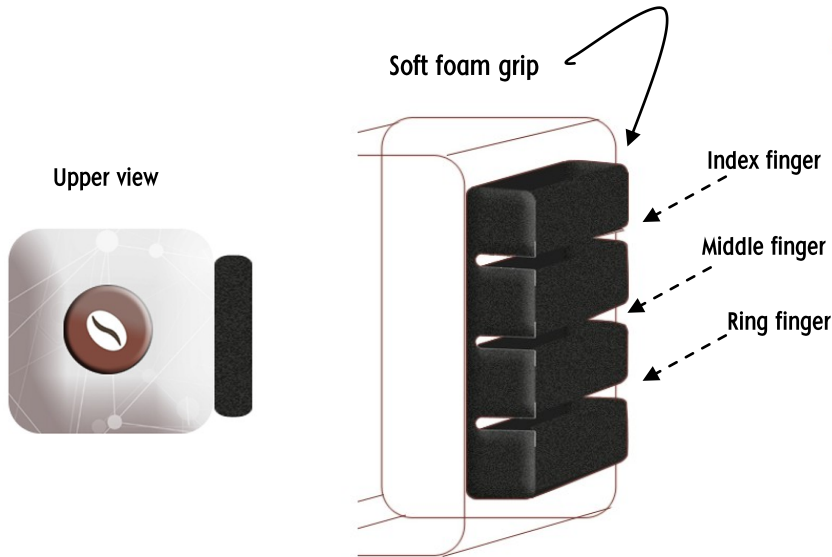




A new cool packaging for RTD coffee that will appeal to young people for sure. It is a classic resealable bottle with a square section (it can be made of plastic, bio-plastic or any other material) but it has 2 innovative elements which improve both its usage and design:

- 1) The cap can be inserted into a compartment placed on one face of the bottle (this compartment is simply a cavity on the surface). This is very useful when you are drinking on the go and you don't want to hold the cap in your hand, which is uncomfortable. This trick also adds visual interest to the packaging.
- 2) A very innovative, unique grip to hold the bottle, made of some kind of soft foam. You easily insert your index finger, your middle finger and your ring finger into the 3 spaces of the grip (a little pressure is enough to put them in place, because the foam is very deformable) and you'll have a perfect grip. Even if you relax the fingers, the bottle remains attached securely to your hand, in any position! Beside its useful function, this elements also adds a fun, unexpected, modern twist to the packaging, as it is something never seen before.

On the back side of the bottle, is printed a QR code which can be scanned immediately through the smart-phone to discover 7 quick, on-the-go recipes of blends that youngsters can try immediately, to vary the classic drink and experience new exciting flavors. The concept is: do this right now! Get the other ingredients here in the store, open the cap, add them to the coffee, close and shake! It can be coffee+latte+cinnamon, coffee+vanilla+chocolate ... .. 7 easy but well-thought blends that can be easily prepared on the go, with ingredients that you can find in every little store. Millennials are very tech-savvy and they also LOVE to experiment and to be surprised.



Once the fingers are inserted, you can relax them and the bottle will remain attached to your hand with no effort in any position





DESIGN VARIANT 2



DESIGN VARIANT 1