

# AWARD WINNING PORTUGUESE REUSABLE WATER BOTTLE

VIMÁGUA ESTABLISHES A NEW TREND FOR ITS CONSUMERS

## PROFILE

**CLIENT:** VIMÁGUA

**COUNTRY:** PORTUGAL

**OBJECTIVE:** CREATION OF A REUSABLE WATER BOTTLE

**CASE STUDY:** AWARD WINNING PORTUGUESE REUSABLE WATER BOTTLE

**OWNER:** LOGOPLASTE INNOVATION LAB

**DATE:** OCTOBER 2018

 **vimágua**

Empresa de Água e Saneamento  
de Guimarães e Vizela, E.I.M. S.A.

Vimágua, a public water provider for the counties of Guimarães and Vizela, located in the north of Portugal, commissioned a reusable water bottle to Logoplaste Innovation Lab. Vimágua wanted to change water consumption habits among the youth population, as the bottle was distributed free to children attending school.



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The Portuguese water supplier never suspected that its health-oriented bottle would attain center stage at several illustrious international design awards presentations. Nor did Vimágua think that its project would go viral within its home municipality, where residents of all ages asked for the bottle.

Vimágua and Logoplaste Innovation Lab have worked together since 2006 when the water company requested a container that would promote tap water usage. The first project went so well that Vimágua asked Logoplaste to design a second bottle with a 500 milliliter capacity to be small and easy to handle and carry.

## **WHY DO THINGS APPEAR TO BE SIMPLE?**

BECAUSE THEY ARE

Vimágua knew exactly what it wanted; a clear definition of product requirements, an accurate target audience profile and a vision for the future of product development. Logoplaste Innovation Lab was the perfect partner for Vimágua. Logoplaste likes an honorable challenge and prides itself on providing full services to its customers.

As part of the preparation to introduce the new project, Vimágua examined the evaluation questionnaires it had from its first bottle, looking closely at strengths and weaknesses. Answers revealed that the public had a positive opinion about tap water consumption, and would consume more if an appealing bottle were available.

**LOGOPLASTE INNOVATION LAB RECEIVED THE FOLLOWING DATA ABOUT WHAT CONSUMERS WANTED:**

1. A reusable water bottle that could be washed and personalized
2. Eco friendly; manufacturing optimized to use available resources to make the bottle's ecological footprint as tiny as possible
3. A smaller bottle able to fit in a lunch box and easy to carry
4. More color. especially for children who like the option of selecting the color they identify with most
5. A replaceable lid
6. A bottle that can be washed in the washing machine at low temperatures
7. Increased personalization surface to offer owners the space to make the bottle a unique object beyond name placement

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Vimágua remembers that the most challenging aspect of the project was the design. In terms of concept and material, the new bottle would follow what was done before; reusable, washable and personalized. PET continued to be the best material for the job.



The most difficult aspect, and the one that provoked the most apprehension in Vimágua, was to create a bottle that the target audience would embrace. That anxiety transformed into success, both locally and internationally.

The bottles can be found at Vimágua's headquarters, sold for a minimum price, and the requests never stop. This new bottle is a best seller, even when compared to its predecessor. It is now part of people's lives and daily routines. It has fulfilled its purpose.

The most satisfying part of the project was witnessing the bottle being born and understanding all the ideas and design behind its conception; watching it come to life. Vimágua believes similar satisfaction must be a part of all projects, for both the creators and the client.

## FINAL RESULTS?

### WHAT DOES THE MARKET SHOW?

Results are brilliant, there is no doubt about it; tap water has become part of consumer habits, people feel the bottle is theirs and they are creating stronger personal ties with it. International awards praise the bottle's design. The Vimágua project is very happy. The bottle also served to convey an environmental message, that every small gesture counts.

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**WATER DRINKING HABITS WILL NEVER BE SAME IN VIZELA,  
PORTUGAL.**

For more information please contact us at [communication@logoplaste.com](mailto:communication@logoplaste.com)

**WE ARE KEEN TO HEAR FROM YOU.**