

THE VITALIS WATER BOTTLE EVOLUTION

PACKAGING INNOVATION INSPIRED BY NATURE



PROFILE

CLIENT: VITALIS, SUPER BOCK GROUP

COUNTRY: PORTUGAL

OBJECTIVE: BOTTLE REDESIGN AND WEIGHT OPTIMIZATION

CASE STUDY: PACKAGING INNOVATION INSPIRED BY NATURE

OWNER: LOGOPLASTE INNOVATION LAB

DATE: 2010

The whitebark pine, *Pinus albicaulis*, is a conifer tree native to the mountains of Western United States and Canada. It huddles at high elevations, buffeted by winds and bowed by heavy snow.

One strategy for surviving such a harsh climate is the spiral fibers in the tree trunk that provide strength.

Super Bock wanted a new PET water bottle for Vitalis, that would have strong brand identity and use less material.

Logoplaste Innovation Lab used the Biomimicry methodology to tackle this challenge and found inspiration from the whitebark pine.



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Spiral patterns were tested, like those of the whitebark pine, to come up with the new Vitalis water bottle, where the spirals provide strength and beauty, yet make the bottle lightweight, saving 250 tons of raw material per year.

The Vitalis project was featured in Ask Nature, a website from the Biomimicry Institute, as a case study of great application of the Biomimicry principles.

NATURE, THE MASTER FOR INSPIRATION

Innovation inspired by Nature, using it as a model, a measure and a mentor to create sustainable designs.



For more information please contact us at communication@logoplaste.com

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