

A hand in a blue and white striped long-sleeved shirt reaches for a clear blue PET bottle on a white shelf. The bottle is partially filled with water. In the background, other shelves are filled with various products, including more bottles and bags, creating a blurred retail environment.

You have an excellent product for discerning consumers. But you are new to a market that is already crowded. Competition is more than tough. How can you make your product stand out from the rest?

You certainly need a package that looks great. But looks aren't everything. You also need something that performs well, all the way from the moment it is formed, through the bottling plant, transport and handling, onto the shop shelf and into the kitchen, or the dining table, wherever. PET sounds like it could provide the answer – it's strong, light, cost-effective, and versatile. But how can you maximize all these advantages?

HOW TO MAKE A CONTAINER JUMP OFF THE SHELF

It's time to call the SIPA creatives!

SIPA has assembled a great team of designers and engineers who can work wonders taking your idea, your sketch on the back of an envelope, and turning it into a beautiful piece of PET packaging that ticks all the boxes on your list of wants.

A premium package for olive oil

Let's take the hypothetical example of a premium olive oil. The SIPA people know lots about olive oil because they are Italian (mostly!) and Italy has the best olive oil in the world (or most of it). So they are in their element.

The idea

We begin with the idea: an innovative bottle that sets a highly venerated product in a new light, which expresses its elegance, its authenticity, its evocation of the Mediterranean sun and sky.

But let's face it, oil can be really messy. So you want a bottle that lets you pour well, which has a good grip, which has a mouth that lets out the liquid, just so – and which you can then shut tight.

So we look for inspiration from classical designs, and think about how we can put a new twist on them.

The concept

We create the first concept sketches that express all these ideas. That still means, in most cases, getting out a blank piece of white paper and an HB pencil, and letting our feelings flow through our fingers.

We are after that perfect line that expresses purity and elegance in a simple way. We could get through a lot of paper! And maybe we arrive here. A bottle that evokes old shapes but is most definitely 21st century, which can show off or echo the beautiful colour of the olive oil, which feels well in the hand, which has a clever cap, and which has a nice flat surface for a simple label with graphics in tune with the overall package.

Maybe the cap snaps on, maybe it screws on. We can work on that.

More than a simple bottle design

The SIPA design team can design the secondary packaging too, so you have an ensemble that sends all the right messages. Organic cardboard tubes perhaps? Working side by side with the ideas people are the project engineers who ensure we have a design fit for manufacturing. They start putting numbers all over the drawings and they deal with things like thread specifications.

Will it work on the production line?

Now it's on to the equipment engineers with all their expertise in molds and systems for production and filling of the new bottles. There's lots of choice!

It total, SIPA can provide you with a complete service, from the first sketch to the final manufacturing solution. So let's get to work, let's make sure your new product get the success it deserves!

