

HARTWALL

FINLAND

SIPA HELPS OUT HARTWALL WITH REBRANDING FOR FINLAND'S TOP-SELLING MINERAL WATER

“ Long-time SIPA customer Hartwall in Finland has once again hit the spot with two new shapely bottles for its best-selling Novelle mineral water. ”

The bottles, one 500-mL and the other 1500-mL, have an enticing twisting look that cries out to be picked up and held. SIPA helped out Hartwall with the design and engineering of the new bottles, which are already turning heads in Finnish shops. Both formats, used for sparkling, and flavoured mineral water, were successfully tested in SIPA's prototyping laboratory in Italy. SIPA also supplied a full set of molds for use on SFR24 rotary stretch-blow molding equipment used by Hartwall. Hartwall Novelle is the most popular mineral water in Finland. The water, which comes up from the own well, is filtered through ancient Finnish gravel ridges for a pure and natural

drink. The new designs are sure to strengthen the brand's differentiation in the category. Hartwall says the rebranding was carried out to bring a new focus on the beverage line's quality, freshness, and purity, and position it as Finland's most iconic and tastiest beverage.

