

from the publishers of **Packaging World**

# ShelfImpact!™

## 135-year-old brand turns back the clock

Mountain Valley Spring Co., Hot Springs, AR, returned to its historic roots to improve the presence of its Mountain Valley Spring Water brand in the crowded bottled water category. Working with [Flowdesign](#), the marketer redesigned the entire brand communications for its bottled water.

A retro bottle shape and graphics hint of those used in the brand's original bottle style in the 1800s. The glass bottle's shoulder bears the words "Since 1871" embossed three times around the bottle and "America's Premium Water" embossed two times around. Retro-looking fonts and graphic spirals embellish the brand's signature oval in the middle of the label. Custom illustrations of trees and mountains provide the backdrop for the label, printed in a light green ceramic ink that wraps 180 degrees around the front of the bottle. The design includes a slimmer bottle neck.

Getting the logo bright red proved challenging in applied ceramic labeling, because bright red ceramic inks require lead, which is banned in some areas of the United States. [Vitro Glass](#), the bottle manufacturer, solved the challenge by using a ceramic label application process that doesn't require lead-based ink.



The brand's retro design extends to Mountain Valley's sparkling water products. It uses a deep blue for the logo background and adds retro-style sparkles on the label.

### To our readers:

Due to unavoidable technical and scheduling issues, *Shelf Impact!* is publishing its first issue of 2006 as a combined issue for January and February. *Shelf Impact!* will resume normal monthly publication in March.

-Jim George, Editor-in-Chief

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Incorporating data from consumer studies and leading food industry professionals, this white paper from DuPont examines consumer perceptions surrounding food freshness. Gives statistics on how much more consumers will pay for improved packaging that helps to ensure freshness.

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