



Mountain Valley Spring Water redesigns plastic bottle line

After the launch of the redesigned brand label and glass bottle, Mountain Valley once again teamed up with Flowdesign of Detroit, Michigan to redesign their plastic bottle line. “Our goal for this project was to combine the redesigned label of the glass bottle, but add a contemporary flair to the plastic bottle shape”, says Dan Matauch, principal of Flowdesign.

The new bottle shape incorporates the “Since 1871” from the glass bottles two times around the shoulder below a wavy embossed mountain scene. The label is a clear wrap that embodies the look and feel of the glass bottle line. The Mountain Valley red oval icon was designed very large on the front panel to help with brand awareness and shelf impact.

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