

Issue: Sept/Oct04

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Flowdesign Inc. Creates Unique Bottle To Secure the Global Market Presence of Of XanGo Patented Beverage Formula

If the goal is to set your beverage apart from every other health and wellness beverage on the market, then a unique bottle is a good place to start. So goes the reasoning at XanGo, LLC, a rapidly growing dietary supplement beverage manufacturer based in Draper, Utah.

XanGo the company and XanGo the product, for the time being, are one and the same, and singularly unique. The flagship product of XanGo the company is a dietary supplement beverage made of the entire mangosteen fruit, a revered and delicious fruit common in Southeast Asia. The beverage formula received a patent in May, which solidified XanGo not only as the first-to-market mangosteen beverage, but also the world leader.

Early this year, XanGo hired Flowdesign, Inc. of Detroit, Mich., to create their complete brand identity. Flowdesign principal Dan Matauch relished this opportunity to develop the brand identity, logo, and bottle at the same time, and quickly had an instinct for the right bottle shape for the mangosteen drink.

"That was one of the first shapes we came up with," Matauch says. "We went for a real contemporary look." The immediate impact of the bottle shape is sleek and sensuous. On closer inspection, the indented seam that curves up the side of the clear label is a border between the logo and embossed emblems of the mangosteen cross-section.

Matauch designed the logo specifically for the bottle, with less concern for the logo's impact as a stand-alone item. "We tried to capture the essence of XanGo and its Thailand origins with a mix of contemporary and traditional shapes, colors, and icons," says Matauch. The logo "X" reminds one of crossed chopsticks and a Thai figure with a tilted straw hat definitely achieves a traditional appeal.

Bottle design is an area of expertise at Flowdesign, and they have an in-house bottle engineer who certainly expedites design-to-manufacture turnaround. "The timing of this new bottle design is perfect," states XanGo CEO Gary Hollister. "...XanGo becomes a product that stands above the rest, a product that simply cannot be duplicated."

The XanGo product is sold through network-marketing, with individual independent distributors peddling the distinctive beverage to individuals in the U.S., Canada, Japan, Australia, and New Zealand, among other international markets. The new bottle holds 750 ml (25.4 ounces), and replaces the stock bottle XanGo originally used. XanGo lays claim to being the fastest-growing network-marketing company and product in the world.

The XanGo attorneys are seeking copyright, trademark, and patent recognition for the bottle itself. XanGo feels protecting the bottle design is important because of the global reach their product is quickly achieving. XanGo is definitively unique, and may remain unique for many years to come. Patenting a bottle can be an expensive ordeal for any company, requiring the hiring of lawyers to submit the proper design, engineering, architectural drawings, and materials into a process that can take years.

The brand name XanGo was created from two words: xanthone and mangosteen. Mangosteen is considered "The Queen of Fruits" in Southeast Asia, and xanthones are natural chemical substances that have been studied for their medicinal potential and antioxidant power. The sweet mangosteen fruit has a tremendous concentration of xanthones, with the highest concentration levels in the rind. Made from the whole fruit, the XanGo drink is a health supplement, and an ounce or two in the morning is all most healthy consumers will need to start their day.



XanGo's mangosteen fruit dietary supplement drink has a unique, patented formula from Southeast Asia and an equally unique, patent-pending bottle from Detroit.