

# CASE STUDY / S.PELLEGRINO / PRODUCT PRODUCT DEVELOPMENT



## BACKGROUND

San Pellegrino and Acqua Panna are two premium dining water brands from Italy that have worldwide distribution. Typically these are shipped around the world in 12 pack cardboard boxes, however the German market demands that all beverages are shipped in returnable and washable plastic crates.

The clients initial response was to source a standard crate, but this proved to be detrimental to the S. Pellegrino brand position because the in-store merchandising of these crates becomes representative of the brands position and value and these standard crates failed to match that brand promise.

## SOLUTION

Because of our unique product development capabilities within the 2Heads network UNO was invited by our Hamburg based partner to lead the 3D design and engineering phase of this project.

We began by researching all available stock and proprietary crates and developed alternative solutions for client review and subsequent consumer research.

As the timelines for completion were rather short, the benefit of offices in different time zones sharing information and files allowed for work to continue 24 hours a day. The detail design solutions included exploration of numbers of bottles per crate, the optimisation of pallet space, bottle protection, ergonomics, branding opportunities and materials handling, including washing.

## SERVICES

- Concept Design
- Space/Shipping Optimisation
- Detailed Engineering Design
- Production Documentation



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