

Bottle «Eau de Paris»



Purposes

- Packaging
- Cosmetic part



Technologies

- Injection molding on high thickness of PET
- Silkscreen



Know-how

- Watertightness
- Part design
- Conception

➔ Issue

Eau de Paris, a public operator in charge of the production and the distribution of water in Paris, was looking to develop a traveling container for the most Parisian of the grands crus: a 100% Made in France bottle that combines aesthetics, ecology and the fight against waste.

A call for tender had been published and MIHB won the challenge by answering two major challenges: the environmental aspect and the respect of the waterproofing. The design was realized by the agency Sismo and the cap of the bottle was inspired by the shape of a tap.



Identity card

Launch year : 2013

Nb of parts a year : 80 000

Customer : Bottle
«Eau de Paris»

Parts dimensions :
Ø 70x220

Market : Automotive

Technology : Air-blown injection molding

Points of sale : Stores in Paris :
«Pavillon de l'eau», on-line store of «Eau de Paris» and other stores



Solution and benefits

Produced in injection-blow molding, the water bottle «Eau de Paris» carries a strong environmental sensitivity, integrating in its material a part of recycled material: recycled PET.

Image issue, this product also arouses important attentions of styles, the stakes of colors, of markings. On these technical points, dyes and serigraphy, MIHB partners are also local and located within 10 kms of our factory. The assembly, packaging and logistics phases to carry out this project are also managed in an integrated way by the dedicated teams of MIHB.