

Campingaz

Cool Wave line of isothermal flasks

In retail spaces the attention of the consumer is first drawn to shape, iconographic images and then to colour. However contrary to this knowledge the project team found the market saturated with a multitude of competitive products that were brightly coloured derivations of primary geometries which could only look good on the beach. Working with this and other key user insights, a line of Campingaz thermal flasks was developed that would better communicate thermal efficiency and function through their cold blue colour and iconographic water droplet shape.

