

Vrumona receives Crystal Clear bottle and label design from Claessens

Dutch **Heineken** subsidiary **Vrumona** has developed Crystal Clear, a reduced calorie flavoured spring water. The range, introduced in the third quarter of 2006, is aimed at active female consumers looking for a drink similar to water.

Crystal Clear has been developed by Dutch design agency **Claessens Product Consultants**. A Claessens spokesperson explained: "The health consciousness of the target consumer in combination with the product's characteristics demanded a design in which water values were incorporated. The organic shape, flowing lines and transparency of the PET express this." A fitting label design was also developed to clearly communicate the health orientated world this brand denotes.

The range of flavoured waters, which contain 1 calorie per 10cl, is sold in cranberry lemon, apple pear and lemon passion fruit flavours.

