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The Arc crate is a minimalist, yet practical interpretation of the current crate.

**Solution**

Minimalist, down-to-earth crate made of recycled PET.

Arc is designed to meet the needs of the Coca-Cola company and their customers.

Due to the reduced amount of bottles, the crate can be lifted easily by most people.

An extra handle in the middle of the crate allows for convenient carrying.

Arc is optimized for the current logistic standard. Meaning: 480 1L bottles can be transported on one EU-pallet. (For those who love math: 8 bottles per crate, 12 crates per layer, five layers high.)

The crate is designed, not only to look great and dynamic, but also to be stable and durable for its 20-year service.

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Creative's profile



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Creative's top 5 skills

Graphic Design, Product Design