

1/9 **Right temperature to drink your wodka**

A Wodka should be ice-cold ... don't worry about about the icebox: the freezing point of wodka ...



Solution
... is below that. The label indicates the right temperature. It's silk-screen-printed with a thermosensitive color ... above 6°C the label disappears and it's time to put your Wodka back in the fridge ...

The Pure Soul of Vodka

WODKA
GORBATSCHOW

2/9

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What is the STORY behind your design?

... if you can see the label again: just pull it out and enjoy your drink :-)

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What makes your idea DIFFERENT to any other limited edition vodka?

Never so a bottle of wodka which indicates the perfect drinking temperature.

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Is the design 100% created by you or is there anything we should know about any third-party material used?

YES.

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Are you applying for the Client's Choice Professional Award (yes/no)? If so, please answer the following questions.

NO

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Q1: The printing on the bottle: Number of screen printing stations needed?

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Q2: For each of the two labels: Number of channels in offset printing, screen printing, flexo printing (special finish) and hot foil embossed printing?

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Q3: The lid: Number of colors needed?

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9/9

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Creative's profile



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Innovative Thinker Service Designer

Wedel, Germany

Creative's top 5 skills

Graphic Design, Mobile Apps, Communication Concept, Service Design