

Getting the Best Packaging Design for Your Water Bottles

With the health revolution taking over, water bottles are becoming more popular. They can be used to take water to the gym, in the car or just about anywhere providing convenient way to stay hydrated.



Water bottles can have additional **packaging label design**, but, for the most part, they are their own packages. If you are in the business of **modern label design**, here are some ways you can make water bottles that will appeal to consumers.



Materials: Water bottles are usually made of glass, metal or plastic. Plastic bottles are known for not being environmentally friendly and they can also give the water an unpleasant taste.



Glass bottles don't compromise the taste of the water and they are more eco-friendly, but glass is a fragile material that may not work well if you are backpacking or engaging in similar types of outdoor activities.



Metal bottles may be the best of both worlds when it comes to being durable, eco-friendly and keeping water tasting its best. They are also good at keeping water cold. However, they are heavy to carry around and are prone to dents and scratches.

Lids:

There are a variety of lids you can use on a water bottle including a straw lid, a flip top spout or a screw top. Consider your target audience and which you think will be convenient and easy to clean. There may be no way to tell which consumers will prefer and some companies offer bottles with multiple lids.





Size and Design: Water bottles range in size but are usually between 12 to 40 oz. A filled 40 oz will be difficult to carry around, but it will also reduce the need for users to keep getting refills. You may be able to counter some of the bulk with a sleeker design, but these are usually more achievable on a smaller bottle.

Additional Features: Some water bottle designers go above and beyond offering unique features that help their bottles to stand out. These include the following:



- Insulation to keep warm drinks warm and cool drinks cool



- Juicer so you can squeeze fresh fruit juice into your water



- Filtration that eliminates contaminants from water when it enters the bottle
- Smart features that sync your water bottle with your smart phone so you can keep track of how much water you are drinking.

If you are creating a water bottle design, these are all great ideas, but to truly carry them out, it is best to call on an expert.

Lien Design is a **beverage packaging design company** located in San Diego, CA. Their years of experience in the industry have provided them with the knowledge to come up with out of the box designs that help your products stand out.

No matter what your packaging needs may be, turn to Lien Design first. They will be sure to create a design that will make your products eye catching on supermarket shelves.

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