

ACQUA MINERALE
FONTI BAUDA
SORGENTI DI VITA

Municipality of
Calizzano

P I N U P

an Exclusive Image
FOR YOUR TABLE

'19
PREMIUM
E D I T I O N



...smooth and measured curves to create pleasantness and comfort, in strong harmony with the elements of the best mise en place and able to put consumers at their ease.

P I N U P



“Fonti Bauda” Calizzano Mineral Water broadens its product range with two new glass bottles (700 ml. And 400 ml.), created for the HO.RE.CA. segment and especially dedicated to the restoration market. PIN UP was born to satisfy the market demand, as the glass packaging and the attention to design and label represent an essential element in high level hospitality sector. The new bottle is dedicated to those bars and restaurants who want to offer their customers an added value, not only thanks to the quality of this mineral water, but also thanks to its packaging making it unique and recognizable and bringing exclusivity and finesse on the table.

NATURAL



SPARKLING

SHAPES AND LABELS

The label, recalling the smoothness and sinuosity of the bottle, takes part into the general balance. Therefore, in a checks and balances game, the measured contrast produced by the intense, iconic and metallic colours (silver for sparkling water, bronze for the still one) ensures an exclusive style and brings to the bottle its classic modernity, elegant and sophisticated, together with the minimalism of the graphics and the packaging quality.

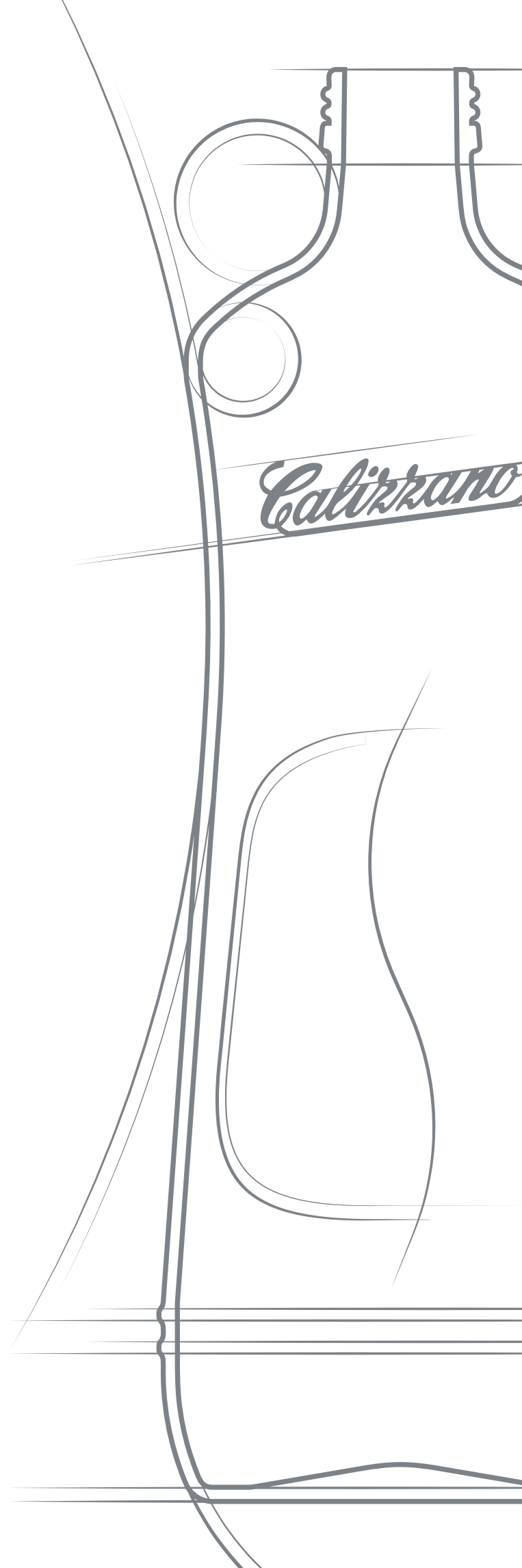


CONCEPT AND MORPHOLOGY

Sticking to a strongly identity-bearing image, created through tight collaboration with Calizzano company management, designers have decided to bring back to PIN UP a sense of familiarity, simplicity, elegance and modernity. For this aim, they have chosen soft and sinuous lines, that remind of the feminine universe: soft and measured curves that create pleasantness and comfort, in strong harmony with the elements of the best mise en place and able to put consumers at their ease.



In order to enhance the hint of the feminine sphere, the Calizzano label embossed application creates a necklace-like shape along the diameter of the bottle. The designers' exercise in style has created a high visual impact new bottle, made of extra-clear glass, elegant, sophisticated and giving rise to emotions capable of enhancing good food or pleasant moments.





7 ML 0 e 0



WATER CHARACTERISTICS

Height of the spring: 1,080 m above sea level

The water from the Fonti Bauda spring is classified as "minimally mineralized" and recognized as water with a very diuretic effect, with a perfectly balanced and neutral taste thanks to its minimal quantity of minerals. This water can be drunk at any time during the meal thanks to its neutral characteristic.

In 2007 the water from the Fonti Bauda spring has also obtained the ministerial recognition as "it can be utilized in the preparation of the food for suckling babies".

WATER PROPERTIES

Substances dissolved in 1L of water

CHEMICAL AND PHYSICAL CHARACTERISTICS

Fixed residue at 180 °C mg/L 39,9;
Water temperature(at source)°C 9.2;
Conductivity at 20°C μ S/cm 53,0;
Total hardness in French degrees 1.6;
pH at source 6.9.

CHEMICAL ANALYSIS

Silica mg/L 12,2; Magnesium mg/L 0,85;
Sodium mg/L 3,5; Calcium mg/L 5,1;
Nitrates mg/L 1,8; Chlorides mg/L 1,8;
Bicarbonates mg/L 19,0.



4 ML 0 e 0





... the measured contrast produced by the intense, iconic and metallic colours ensures an exclusive style and brings to the bottle its classic modernity.

TOLL-FREE NUMBER
800 990 522
 monday to friday
 08:00-12:00/14:00-18:00



SOLAR
 ENERGY
 CLEAN
 ENERGY



SIZE
 (capacity)

TYPE
 (Natural/Sparkling)

PACKAGE
 (returnable bottle)

PALLET
 (n° of boxes)

700
 ML

Nat. Spar.

12 bottles

50/60 boxes

400
 ML

Nat. Spar.

20 bottles

48/56 boxes

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