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Stölzle Glass Group

STO provides sizzling ICE for Glacier

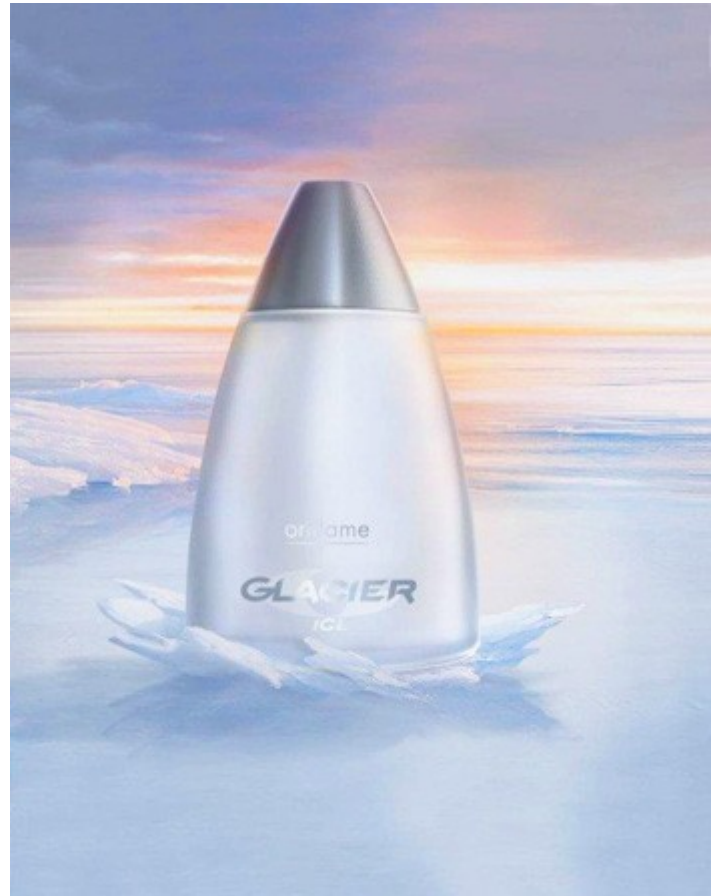
Stölzle-Flacottage have once again produced the custom design bottle for Oriflame's third variation on their Glacier men's fragrance: ICE.

Glacier Ice sizzles with promise. The familiar delta-shaped bottle is acid-etched by STO in their newly expanded decoration factory by state-of-the-art, automatic machinery. And the branding is in metallised silver, hot foil stamped by STO, the only UK glass factory which can achieve this effect. The cap from Aarts Plastics B.V. continues the lines of the bottle and is metallised in a matching silver finish.

'The investment that Stölzle has made in our Knottingley, West Yorkshire factory has made possible the high quality finish of this stunning bottle,' said Johannes Schick, Chief Executive Officer of the Stölzle Glass Group. 'This is a product where the primary container offers a perfect branding image, one that can dominate its shelf space.'

'Glacier Ice,' says Oriflame, 'carves the ice with its cool, refreshing notes. It sparkles with a splash of apple and citrus fruits. Intense cypress, cedar and gaiacwood give a new twist to masculine sensuality. Glacier Ice is the scent of champions and for men who push themselves harder, faster, with icy determination.'

The frosted glass bottle with its silver accents captures the sizzling freshness of Glacier Ice's scent and provides a contrast to the vibrant orange of Glacier Athletic and the cool blue of Glacier.



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