



# The **rediscovery** of the **jar**

The traditional jar doesn't really offer a wealth of different variations, and with glass jars in particular the design possibilities are limited. Exciting alternatives have however now been developed by the design agency Marc Rosen Associates in collaboration with Alcan Packaging, C+N Packaging, CPP Global and the Leidel Corporation. The unusual shapes that have emerged are made possible by the material used, i.e. Eastman's Glass Polymer. We believe that this rediscovery of the jar deserves our Star of the Month.



photo: Eastman

Totally new elegance for jars

**F**ive new jar shapes have evolved using Glass Polymer plastic and which would have been almost impossible with other materials. A really unusual feature is the extreme versatility of the material distribution, and in addition unusually shaped internal cavities or recesses can be achieved. Furthermore the conception of how the ratio of jar to lid should look has been given a whole new dimension.

Alcan Packaging created the **Prism** jar. Its perfect geometry, unusual sharp

edges and cone-shaped inner cavity differentiate the design from conventional rectangular jars.

With the **Apex** jar, realised by **C+N Packaging**, the internal container is designed such that it seems as if the product is floating in the jar.

For the **Luna** jar the almost classic shape was subjected to some interesting modifications – once again by C+N Packaging.

**Centra**, produced by **CCP Global** working with the **Leidel Corporation**, is

characterised by a particularly unusual material distribution. Depending on the angle of view the shape looks quite different.

The **Alpha** jar, with its almost seamless transition from the jar to the cap, took its gentle shapes from nature. This jar is once again a collaboration between **CCP Global** and the **Leidel Corporation**.

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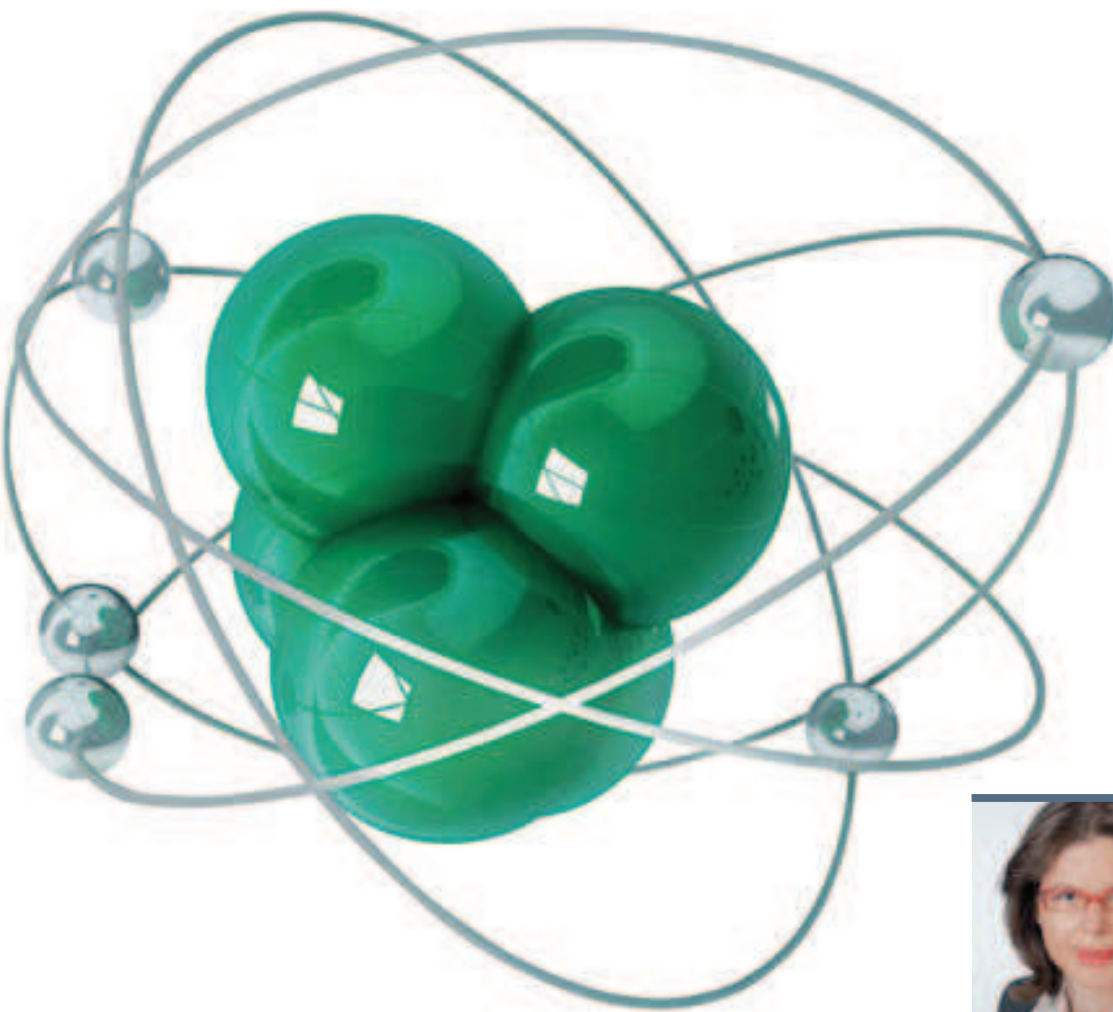


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