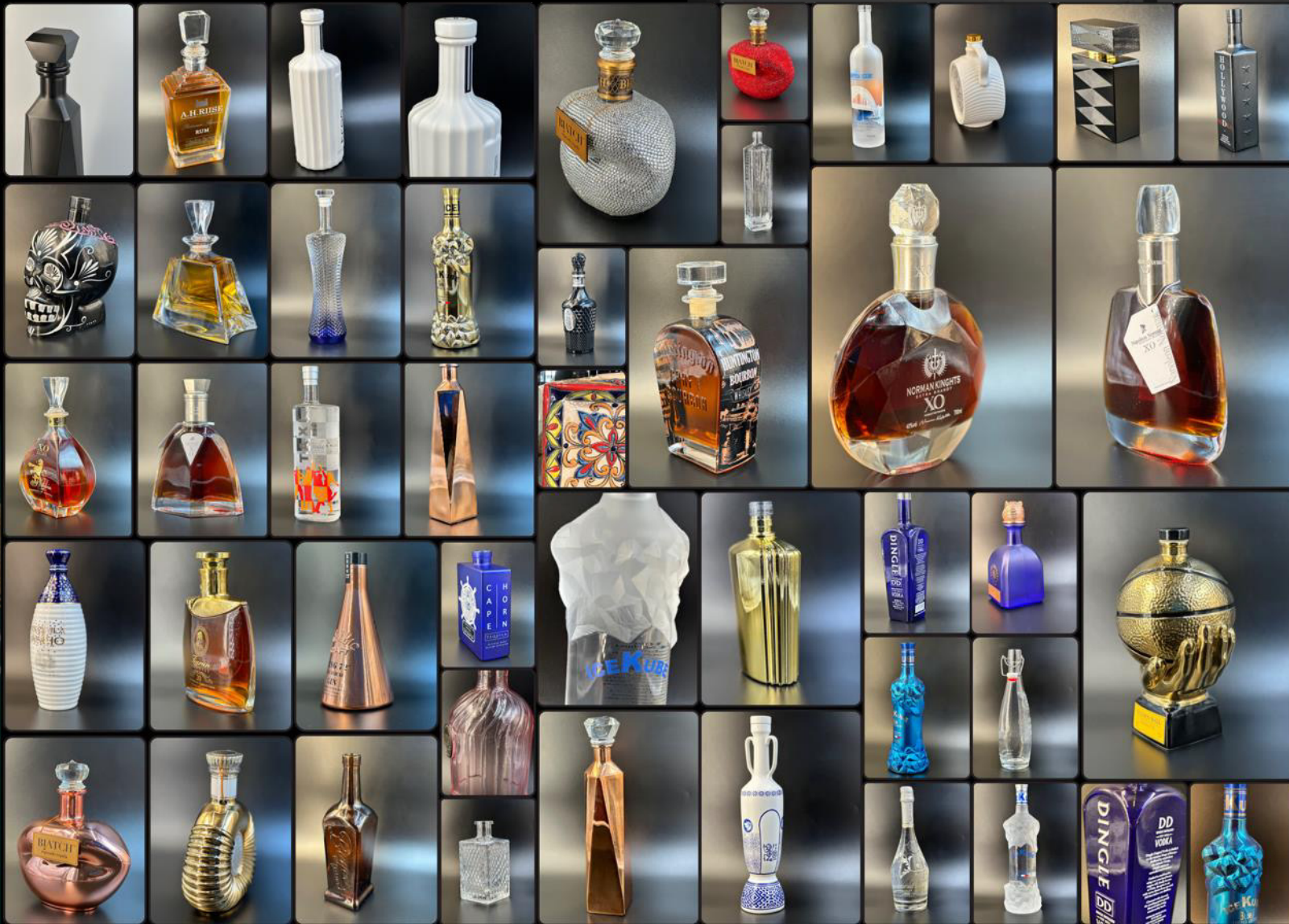


ROCKWOOD

Artistry in bespoke bottle creation



Glass bottle
design process

The most important
step was establishing
contact. Thank you!

Now that you've found us, let's
work together to create your
custom-bottle **design brief**.

But first, a few words about
what Rockwood has to offer...



Ranked in the top 5 bespoke glass bottle manufacturers globally

Why choose Rockwood?

- **In-house custom design** of bottles, corks & closures, labels, and **gift packaging**.
- **Production** of premium quality **glass** & **ceramic** bottles in any shape or size.
- **State-of-the art factories** located in an Economic Processing Zone for the benefit of our clients.
- **Private label creation:** There are 8 tailored services available to you.
- Our bottles are **shipped to over 100 countries**
- Top clients include **Diageo, Bacardi, E&J Gallo, Tequila Komos, Stoli Group, Carlsberg, Kronenbourg, and Costco.**



The team in charge of your custom bottle project:

❖ **William Volkoff:** Rockwood's Art Director.



- ❑ He will oversee your bespoke bottle design.

- ❑ If you come to us with a bottle design that is ready for production, William will conduct a feasibility check. He will then assign the completed design to a **Product Manager** (PM). The PM will communicate with the **Engineering Division** for the mold & production process.

- ❑ If you would like **Rockwood's experienced bottle designers to create an exceptional bottle for you**, William will assign your brief to **Cecile, Gene, or David**.

The team in charge of your custom bottle project:

❖ Product Managers

- ❑ Are we designing the bottle for you? Once you are happy with the custom bottle design in 3D, a **Product Manager** will be assigned to your project.
- ❑ The PM will explain the mold production & approval process to you.
- ❑ Happy with the mold? Your PM will **post a sample bottle to you...wherever you are in the world!**
- ❑ You get to **see, feel, and test your tailor-made bottle** before giving us the green light for production.



ICE KUBE

GOLD
LIMITED EDITION

French vodka
Special Ultra Premium

Product of France
Distilled From Grain
750 mL 40% Alc. Vol

There are things that
William and our
creative design team
would love to know...

Fill us in on your ideas and
they'll get started today!

Your brief should include:



❖ What **story** would you like your bespoke bottle to tell about your product & brand?

- ☐ Consider descriptive elements such as: Elegant, refined, unique, vintage, eccentric, powerful, minimalist, ornate, classic, sustainable...
- ☐ Remember that packaging is a brand's most important point of contact & attraction.

Your brief should include:



- ❖ Who is your **target audience**? What best describes your preferred end-consumer? Do you know their demographics? Lifestyle? What are they looking for in a drink or bottle?

Your brief should include:



❖ Do you already have some **bottle design ideas**?

☐ You can send us Pinterest boards, photos, sketches, notes, or scribbles...

☐ Decorative options include:

- Serigraphy
- Silk-screening
- Embossing and debossing
- Frosting
- Engraving
- Spray painting
- Sandblasting
- Accessories

Glass bottles can also be hand-painted or hand-finished to add a layer of craftsmanship to the final product.

Your brief should include:



❖ Have you thought of which type of **cap/closure** you prefer?
Or will you leave it to us to find the optimal solution?

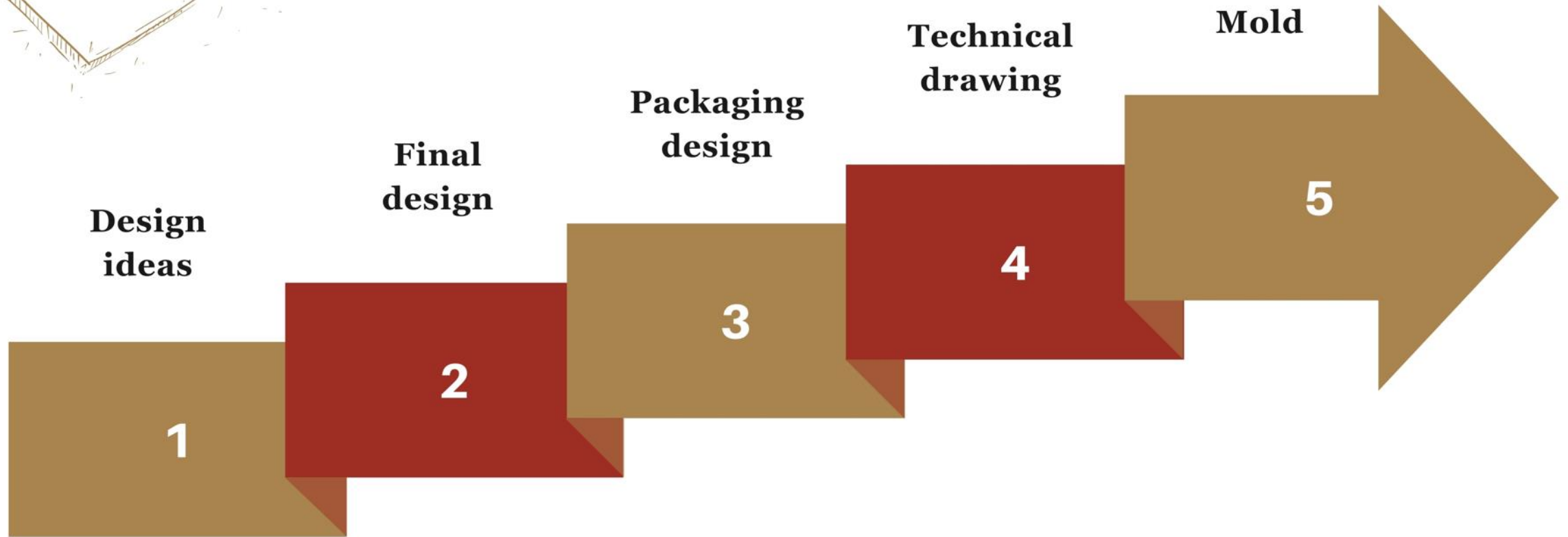
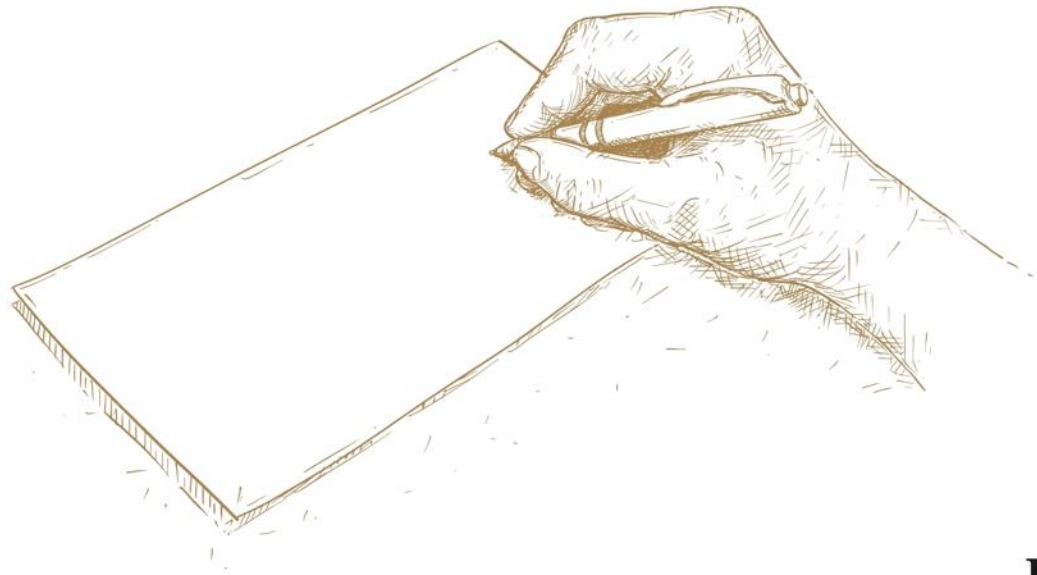
□ Options include:

- Minimalist statements
- Eccentric designs
- Decorated with embossed, debossed, or printed forms
- For the actual shank (cork) material, you can choose between natural cork, synthetic, and micro-agglomerate.



Click [here](#) for a blog post about closures at Rockwood.

The process



The process



**Bottle
sample**

**Label
approval**

**Deposit
for mass
production**

**Mass
production**

Shipping

6

7

8

9

10

Putting ideas to paper



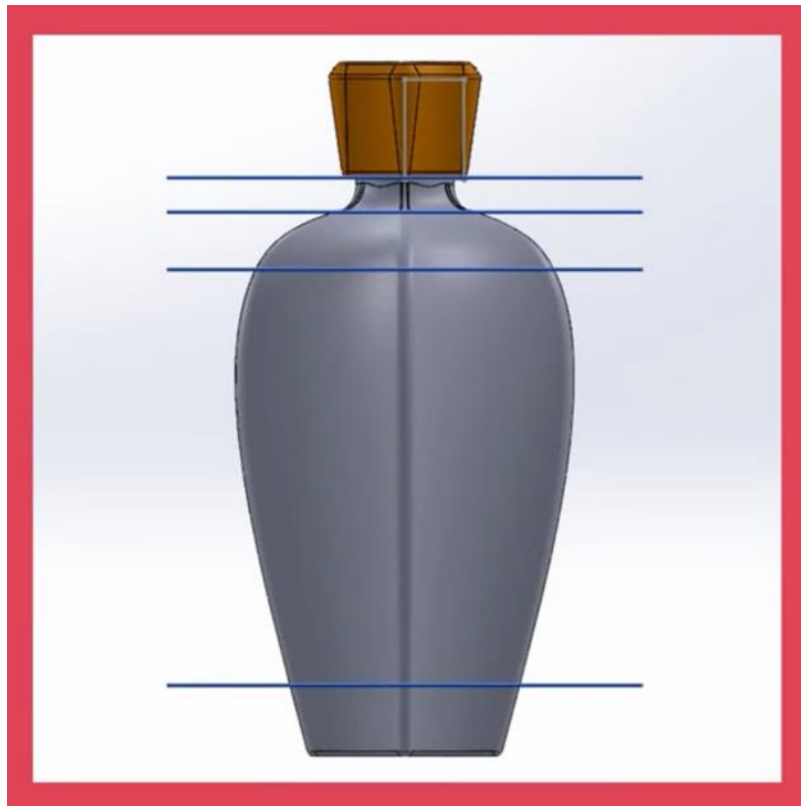
Artistry in bespoke bottle creation

Option 1



Artistry in bespoke bottle creation

3D model

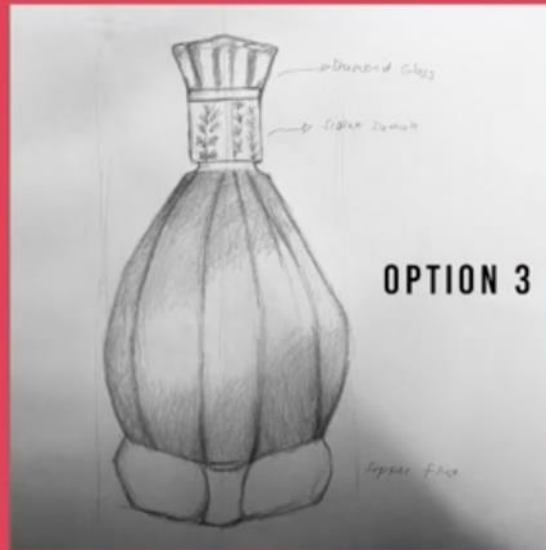


Design rendering



Artistry in bespoke bottle creation

Options 2 & 3



Artistry in bespoke bottle creation

Hot off the production line!

- ❖ We examine the first samples produced from your bespoke bottle molds.
- ❖ And look forward to your approval for mass production!



Your tailored glass bottles are produced in Rockwood's French-owned manufacturing plants in China.

- ❖ We have a Shanghai-based cross-disciplinary team that covers all areas of the project management and production processes.
- ❖ The team includes customer relations representatives who will help your vision materialize following close-knit communication and expert advice.
- ❖ As well as creative designers, marketing experts, quality assurance managers, glass specialists, French engineers and technicians, and Henri Berthe, Rockwood's hands-on Founder & CEO.

You may find these related blog posts interesting



How are glass bottles manufactured at Rockwood Glass in China?



Choose Rockwood's private label expertise for your spirits & liquors

Artistry in bespoke bottle creation

How much do you know about Rockwood's state-of-the-art bottling plant?

❖ Click [here](#) for the video

❖ Click [here](#) for details



Contact us anytime

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Glass bottle website

www.custom-glass-bottle.com

Ceramic bottle website

www.rockwoodceramics.com

Bottling & private label website

www.rockwoodbottling.com

