

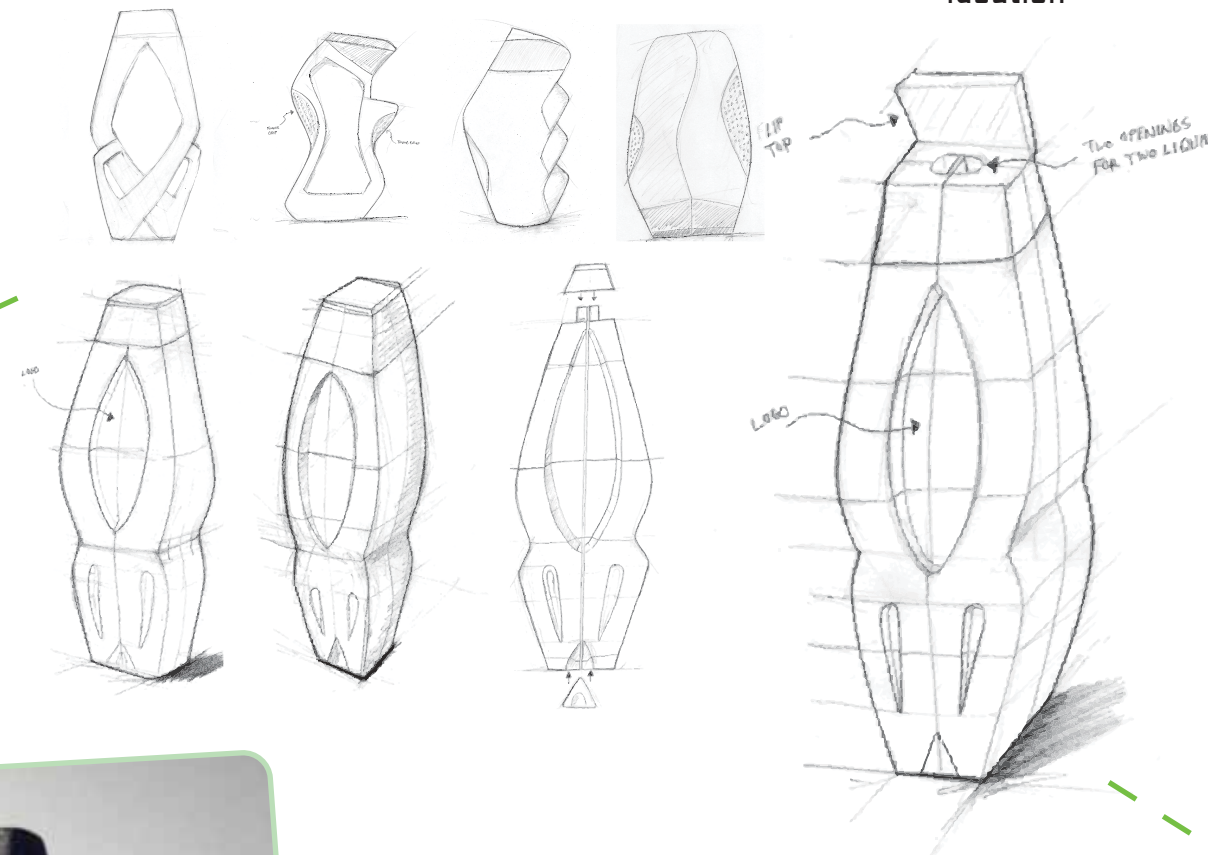
problem



inspiration



ideation



What is special about the new bottle for **Irish Spring** is that it is really two bottles, holding two liquids. As the user opens the flip lid and pours the liquids in his hands, they **mix together** creating a new shower experience unlike any other. The two new washes, **Tranquil Intensity** and **Smooth Shock**, are contained in a new **ergonomic** and **stylish** bottle that consumers both are attracted to and are eager to try.

final model / solution



Z Corp print



3D computer model

