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Brand Packaging & Design Specialists

May 2015 – Flowdesign Redesigns Dominican Ready-To-Drink Spirit



Isidro Bordas, founded in 1935, produces and sells a variety of alcoholic beverages in the Dominican Republic. The company hired Flowdesign to help redesign an alcoholic ready-to-drink product named Motiv.

Flowdesign's creative team traveled to the Dominican Republic in order to better understand the Dominican ready-to-drink consumer market and Isidro Bordas' bottling capabilities.

Flowdesign then worked closely with Isidro Bordas' management team to develop several concept ideas based on consumer research and the competitive landscape.

"We looked at bold fonts, bright colors and sleek, easy-to-hold bottle shapes for each concept," said Dan Matauch, founder of Flowdesign.

The design team recommended the use of a metalized paper label for the neck wrap and main label to achieve both cost effectiveness and label reflectivity.

Finally, Flowdesign utilized a crown closure because Dominican consumers prefer that type of closure.

About Flowdesign

Founded in 1997 and headquartered in Northville, Michigan with offices in Beverly Hills, California, Flowdesign specializes in brand development for spirits, beverages, and other consumer goods. Flowdesign is a one-stop-shop for product naming, brand identity, graphics, structural design, and marketing needs. Flowdesign www.flow-design.com • 248-349-7250 Northville • 424-253-2828 Beverly Hills