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PAMA Spirits introduces new custom patented bottle.

First introduced in 2006 by PAMA Spirits Co., PAMA pomegranate liqueur is now bottled with a new, sophisticated look that more accurately reflects the premium product found inside.

Until now, PAMA was sold in a heavily-weighted stock bottle; hence it was indistinguishable from comparable products packaged by its competitors using the same bottle. To differentiate its product, PAMA Spirits turned to the expertise of Flowdesign to develop a custom bottle that was both unique and could be patented.



“The challenge for us in the development phase was to preserve the brand equity that the client accumulated after four years in the marketplace. We wanted to keep key shape elements in place while adding to the product’s upscale contemporary image. The last thing we wanted to do was develop a bottle that was too far from its original shape, thus offending loyal consumers who struggled to recognize the brand. We worked along side glass bottle supplier Saxco International from beginning to final bottle engineering to ensure design accuracy,” says Dan Matauch, founder and creative director of Flowdesign.

PAMA is produced by PAMA Spirits of Bardstown, Kentucky, a subsidiary of Heaven Hill Distilleries, Inc. With Flowdesign’s help, PAMA was awarded a U.S. patent for its new structural shape.

Flowdesign is a unique branding firm where experience is infused in both brand graphics and structural design. Founded in 1997, Flowdesign has led the brand design field in custom structural design with 10 prestigious GPI (Glass Packaging Awards).

Editor’s Note: Dan Matauch of Flowdesign is available for comment. Images available upon request.