

Metallic curves

Like a mug holder, the case for Whiskey Paddy hugs the shape of the bottle it surrounds. And does so in tin! Pernod Ricard, distributors of the Irish brand of whiskey in France, pushed Virojangler to the limits, forcing these specialists of metal luxury boxes to call on their sophisticated know-how of transforming sheets of metal into works of art. To meet the primary objective of the brand -'faithfully reproduce the shape of the bottle' just like a second skin -Virojangler designed a case made like a Russian doll. It is made of five pieces: a cap, neck, shoulders, body and base. The shoulders, which, from afar, seem the most technical of all pieces due to their rounded shape, was stamped in three steps by a press weighing 120 tons. The neck, on the other hand, was embossed in a truncated body maker, enabling very small tolerances to be respected. The body's extremities are curved, 'English style', meaning towards the inside, creating a purity for the case's profile. Two assembly techniques converge. To fasten them together, the two are fitted together by pressing on the metallic edges of the roll, then by locking the meeting points in place. The clipping together of the top of the bottle with the internal ring of the body enables easy opening. Whether destined for mass distribution or nightclubs, the offset printing with a selective varnish accentuates the contrast between the shiny and matte surfaces, creating a visual effect and guaranteed touch of class. TP

WHISKEY PADDY
DESIGN: OPTIMA
CASE: VIROJANGLOR

