



DEVIN 'PURE WATER FROM THE RHODOPE MOUNTAINS'

With a market share of over 40%, DEVIN is the leading brand of bottled water in Bulgaria. It markets both natural mineral waters and spring waters. These emerge at heart of the Rhodope Mountains, in an extremely pure natural environment.



PACKAGING AT THE USER'S CHOICE: TREND-SETTING OR REUSABLE

Devin On The Go is a 1 liter mineral or spring water packaging, designed for the busy urban consumer who spends most of his day on the move or away from home.

Devin research showed that active consumers in Bulgaria who drink bottled water on the go consider the 1.5 liter packaging to be too large and carrying 2 packs of 0.5 l as too uncomfortable.

Devin's 19 liter bottle of polycarbonate works as a dispenser system. Devin delivers the bottles at home or at the office. After collecting the bottles, they are cleaned, filled again and get a new life. A bottle can be used 24 times. This big reusable format obtains the best scores of all Spadel packagings. Introducing this format in other markets is under consideration.