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Massive versioning 3,2 million unique bottle labels

To bring this story to life, we created 3,2 million unique bottle labels using an equally unique technique. We let Danish illustrator Emil Kozak create a base design and combined it in 3,2 million different ways using HP's "Massive Versioning" printing technology. Hereby integrating the brand story into the product design, creating a unique interplay between brand and product. The bottles were launched at an art exhibition and available in stores, activating people who went searching for a unique design that fits their unique life.