



# **GLACIS** Catalog 2015

## GLACIS WATERS

*It is quite essential that the customers understand the fact that we are dealing with an ULTRA PREMIUM product, definitely EXOTIC, a unique worldwide offer of water sourced from a glacier in Patagonia.*

*This is not another mineral water in the market. This is about a product that indeed allows its consumers to experience physical contact with a remote past time, with that very precise moment at which this water became ice.*

*Actually, glaciers have shaped up due to snowstorms which in this part of the planet do not melt between winters, thus consecutive snowfalls settle over the previous years' in an iterative process of tens, hundreds and thousands of years. The snow that has been accumulated through this process and pressed one layer after another has shaped huge ice blocks. Primary layers (the oldest, the ones at the bottom) eventually get in contact with the rock of the Andes Mountain range, and given the temperature difference the millennial snowfall becomes once again water, bringing back in what can truly be called a "Time Travel", traces of a pristine past, a time when maybe not even men inhabit this remote Patagonia lands.*

# GLASS 500 S

- ✓ PGWaters' Premium flagship product.
- ✓ Glass bottle, specifically custom-made for PGWaters.
- ✓ Bottle with a satin finish that conveys a cold visual effect.
- ✓ Airtight sealed with a "Screwcap", an aluminum twisted cap.
- ✓ Capacity: 500 ml (0,5 liter).
- ✓ Packaging is a six-unit corrugated cardboard box with partitions to avoid label scuffing.
- ✓ Water sourced from the natural melting of the San José and El Trono Glaciers located in the Chilean Patagonia.
- ✓ Thousand-year-old water, originated from snowfalls that froze centuries ago and that throughout time became huge ice blocks that in contact with the Patagonian rock takes today, once again, its liquid state.
- ✓ Those who drink this water make a straight, concrete contact with the millennial and pristine past of a land located at the end of the world.



# BLISTER



- ✓ A world innovation on how ice can be sold.
- ✓ This product allows the consumer to enjoy its favorite spirit with millennial ice.
- ✓ By freezing again in your fridge the water in the container, you can enjoy millennial ice. By means of this simple process the ice piece is restored to its former condition, the state from which the water originally came from.
- ✓ Millennial water comes in a six iceberg-shaped cube container.
- ✓ Each cube contains approximately 23cc of water rescued from the natural melting of a Patagonian glacier.
- ✓ Once in contact with the spirit, each cube lasts much more than a regular ice cube and it does not alter at all the spirit true flavor.
- ✓ Product presentation is a wax-impregnated case containing four ice trays or “blisters” equivalent to 24 ice cubes to be frozen.