



KILDE PACKAGING SYSTEM

SOURCE OF LIFE · APPROVED DIRECTION

The controlled specification of the approved packaging system

KILDE INSTITUTIONAL PLATFORM V3.5 · JULY 2026 · PUBLIC · DESIGN VISUALISATIONS — NOT PRODUCTION ARTWORK

ONE SYSTEM, TWO FORMATS

The approved direction is **The Source of Life**: one continuous source line flows from beneath the cap into a sketched coconut cross-section whose ripple spreads across a tactile topographic field.

Why it is recognisable: a white carton family with a glacier-blue cap and one repeating line creates a shelf block that reads from aisle distance — no photography, no clutter, one gesture.

How it expresses KILDE: source → coconut → ripple → body. Nordic restraint carrying a tropical origin, drawn rather than photographed.

Formats: 330 ml (on-the-go) and 1 L (family/table) carry identical artwork at correct relative scale — one design decision, two shelf facts.

Where it works: on shelf the caps form a blue line; online the front panel survives thumbnail size; in hospitality the carton is calm enough for the table and legible enough for the fridge.



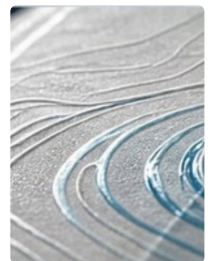
ONE CURRENT ACROSS THE SHELF



SOURCE LINE



RIPPLE



TOPOGRAPHY

THE FACE OF THE BRAND



330 ML FRONT PANEL — HIGH-RESOLUTION RENDER · DESIGN VISUALISATION

Logo placement	Drop + KILDE wordmark, top third, centred
Product name	KILDE Naturell — coconut water descriptor beneath the wordmark
Quantity	330 ml / 1 L, lower front, Nunito label style
Ingredient status	«100% coconut water» shown as design intent — PENDING SUPPLIER SPECIFICATION
Organic status	Shown only on the planned Økologisk line after valid certification — PLANNED
Cap	Glacier-blue resealable screw cap — see section 05

Legal status. This is the approved *design direction*. Final front-of-pack copy, mandatory text and any claims are subject to laboratory results, supplier specification and food-law review before print. No unapproved claim appears on final artwork.

THE WORKING PANELS



SIDE — SOURCE STORY & INGREDIENTS



BACK — LEGAL, BARCODE, BATCH

Ingredients	PLACEHOLDER PENDING SUPPLIER SPECIFICATION
Nutrition panel	PLACEHOLDER PENDING LABORATORY ANALYSIS
Storage	Ambient; refrigerate after opening — PENDING SHELF-LIFE CONFIRMATION
Country of origin	PENDING CO-PACKER CONFIRMATION
Importer / company	Kilde Kokosvann (company under formation) — final legal entity details at formation
Recycling	PENDING FINAL MATERIAL CONFIRMATION
Barcode zone	EAN-13 reserved — PENDING GS1 REGISTRATION
Legal text zones	Locked zones; reviewed under Norwegian food law before print

Every unresolved item is a placeholder pending laboratory, supplier or legal confirmation — provisional information is never presented as approved final copy.

TWO LAUNCH FORMATS, ONE ARCHITECTURE



330 ML AND 1 L — CORRECT RELATIVE DIMENSIONS, IDENTICAL CAPS

SKU	FORMAT	STATUS
KILDE Naturell 330 ml	Tetra Prisma-class carton, screw cap	LAUNCH
KILDE Naturell 1 L	Same profile, taller	LAUNCH
KILDE Økologisk 330 ml	Certified organic line	PLANNED M12+ — SUBJECT TO CERTIFICATION
Flavour extensions	330 ml, one accent-colour change	PHASE-2 CONCEPT

Secondary-flavour system: extensions keep the source line, ripple and cap; only one accent colour changes. The family always reads as one current across the shelf.



FRONT AND BACK — THE CONTINUOUS LINE ACROSS PANELS

THE BLUE SIGNAL

Controlled statement. The recommended launch direction uses a glacier-blue cap as a shelf-recognition asset. Final colour, material, MOQ, cost, food-contact compliance, recyclability and lead time remain subject to written supplier confirmation. The approved fallback is a white cap with controlled blue shoulder treatment.

Recommended direction

Glacier-blue (#8AAEC6 family) resealable screw cap on FSC-certified carton board; soft-touch matte finish, spot-gloss water lines, debossed topography. The cap is the primary shelf-recognition asset.

Approved fallback

White cap with a controlled blue shoulder treatment — activated only if the blue cap cannot be confirmed at launch volumes on acceptable MOQ, cost and lead time.

This exact statement appears identically on the product page, packaging page, Brand Guide, supplier brief, investor brochure and in the Excel model (07_SKU_Master). Any change is a version-controlled release.

OPEN SUPPLIER ITEMS

ITEM	STATUS	REQUIRED APPROVAL
Supplier carton dieline	PENDING	Written supplier confirmation
Cap colour, MOQ, cost, lead time	PENDING	Written supplier confirmation
Food-contact documentation	PENDING	Supplier declarations
Recyclability statement	PENDING	Final material confirmation
Final print proof	PENDING	Physical drawdown

THE CLAIMS REGISTER

Every consumer-facing claim is tracked in one register. Nothing pending appears on final artwork.

CLAIM	STATUS	EVIDENCE REQUIRED	APPROVAL OWNER
Pure coconut water	PENDING SUPPLIER SPECIFICATION	Product specification	Management
No added sugar	PENDING FORMULA CONFIRMATION	Supplier declaration and lab test	Regulatory
Potassium source	NOT APPROVED	Laboratory result and legal assessment	Regulatory
Normal muscle function	NOT APPROVED	Approved nutrition claim conditions	Regulatory
Organic	PLANNED	Valid certification	Management
Natural electrolytes	REVIEW REQUIRED	Composition and legal review	Regulatory

No claim marked pending, planned, review required or not approved may appear on final-facing artwork, the website or investor documents as an approved statement. Potassium and muscle-function claims are excluded from all final-facing artwork until formally approved.

HISTORY, CLEARLY SEPARATED

Earlier packaging concepts and the original concept study are historical development material — not the approved system.

The archive is **clearly marked as historical**, visually separated from the approved direction, removed from principal website navigation, and held in the controlled data room as the Packaging Development Record (register ID KD-10, internal archive).

Every archived board carries the label: **«Development archive — not approved for production.»**

Production artwork remains controlled and is released to suppliers on request via the data room. The public packaging page shows only the approved system.

ITEM	WHERE	STATUS
Approved packaging system (this document)	Public — packaging page + data room	CURRENT
Source of Life brand presentation	Public — data room	CURRENT
Earlier concept boards & studies	Data room — internal archive (KD-10)	NOT APPROVED FOR PRODUCTION
Supplier artwork package	Controlled release on request	ON REQUEST



KILDE

The packaging specification is the product-presentation source of truth. It is synchronised with the Brand Guide (design), the integrated Excel model (finance) and the source register (evidence) under one controlled release.

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