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THE *NOUS, LES VIGNERONS DE BUZET* BRAND RECOGNISED AT THE INNOVATION DESIGN TROPHIES

The Les Vignerons de Buzet Cooperative was one of the award-winners at the Innovation Design Trophies organised by the Nouvelle Aquitaine Region! It picked up the Global Design prize for the work carried out on its rechristened brand: *Nous, Les Vignerons de Buzet.*

The competition jury, made up of design professionals, was impressed by the originality of the initiative: the development of a unified, eco-designed graphic identity, which is clear for the consumer.

Through the new visual identity (logo, style guide), Les Vignerons de Buzet is affirming its ambition, putting the spotlight on the cooperative way of working while restating its commitment to its sustainable development work. The new packaging design is common to all the Cooperative's products and follows an eco-design philosophy. The originality of the approach was to co-construct a graphic identity with a pool of agencies specialising in eco-design (Think+), design (In Spirit Design) and communication (Avantages eMark).

While creating a visual identity for the *Nous, Les Vignerons de Buzet* brand (standardisation of the capsules and the size and shape of the labels, etc.), the Cooperative has significantly reduced its use of paper and plastic.

For example, it has saved enough paper to cover the equivalent of 7 basketball courts.

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