

Spadel SA NV in Soft Drinks (Belgium)

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Abstracts

Having unified all of its Spa subbrands under one umbrella, Spadel is hoping to increase the brand's visibility in bottled water, carbonates and juice. In 2015, the packaging and logo of the brand's bottled water range were changed, while in March 2016 the company rebranded its carbonates and juices. Through the motto "Spa. A la vie", Spadel aims to target the entire human lifecycle, from the first month of infancy.

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