

## World premier in Italy – gas bottle gets stylish design for the household market

**Gas bottle manufacturer Composite Scandinavia has developed a see-through gas bottle for domestic use. Passion is the most transparent gas bottle on the market, and with a little help from Swedish graphic designer Isabelle Norman-Sällström, it signals a colourful new direction for gas bottle design.**

– Gas bottles are often standing right by the grill where everyone sees them, and yet traditional gas bottle design often revolves only around function, says Norman-Sällström. I created a pattern to make it fun and beautiful, like a design object. Why shouldn't things that are practical be nice-looking at the same time?

The main target group for the new gas bottle is enlightened and style conscious consumers who use gas bottles in grills, boats or caravans.

– I would say Passion is the first gas bottle for domestic use that is actually to be seen, says marketing manager Mikael Andreasson. The outer shell has an attractive design, while the inner bottle is transparent, allowing the user to control the gas level inside at convenience. Composite Scandinavia are world leading on the field of transparent gas bottles, and with Passion, we hope to appeal to a larger number of household users.

The floral pattern is printed on the bottle's outer casing, which is also ergonomically adapted for easier handling. The inner bottle is see-through, which means no more running out of gas at barbecue parties. The floral pattern bottle will be released as a limited edition, followed by a regular edition in bright colors.

Passion will be exposed at the AEGPL (International liquefied petroleum gas Exhibition & Congress) on the 28 - 30 May in Milan.

**For more product information, visit the website at**

[www.passionweb.se](http://www.passionweb.se) or [www.compositescandinavia.se](http://www.compositescandinavia.se)

For information about the AEGPL Expo, visit [www.aegpl-expo.com/Aegpl/en/index.php](http://www.aegpl-expo.com/Aegpl/en/index.php)

To read about Isabelle Norman-Sällström, visit [www.isa.nu/shop/index.html](http://www.isa.nu/shop/index.html)

**To ask questions or order press material, you are welcome to contact us directly:**

Composite Scandinavia, Mikael Andreasson

Phone: +46 911 679 91

Email: [mikael.andreasson@compositescandinavia.se](mailto:mikael.andreasson@compositescandinavia.se)