

**MAISON FONDÉE EN 1785**  
**PIPER-HEIDSIECK**  
 CHAMPAGNE

# COOL BOX

EXTRA COOL • EXTRA FRESH • EXTRAVAGANZA!

With the COOL BOX, PIPER-HEIDSIECK celebrates this summer's great parties and intimate moments with freshness and vitality. Light, resistant and easily transportable, this isothermic case is the coolest of all, with its perfect design, a subtle contrast of opaque and transparent materials with matte and shiny surfaces.

- Disposable transparent top allows consumers to see the Piper-Heidsieck Brut bottle inside
- Informative branded sticker clearly explains the concept
- Metal base keeps bottle of Piper-Heidsieck Brut cool for up to 2 hours

**SPECIFICATIONS**

| COOL BOX                          | BOTTLE                | CARTON                             | PALLET               |
|-----------------------------------|-----------------------|------------------------------------|----------------------|
| Top: Acrylic                      | Capacity: 750 ml      | Bottles per Case: 6                | Cases per Pallet: 40 |
| Base: Metal with a plastic insert | Dim: 13" (h) 4.5" (w) | Dim (L-W-H): 15.5" x 19.5" x 15.5" | Layers per Pallet: 4 |
| Dim: 12.4" (h) 4.7" (w)           | UPC: 0-87236-65725-3  | Gross Weight: 31 lbs               | Cases per Layer: 10  |
| Weight: 1 lbs empty, 4.6 lbs full |                       | SCC: 100-87236-65735-9             |                      |

©2014 PIPER-HEIDSIECK CHAMPAGNE, IMPORTED BY Remy Cointreau USA, Inc., New York, NY. DRINK RESPONSIBLY.



### Piper-Heidsieck Cool Box Promo

The introduction of Piper-Heidsieck's Cool Box — a portable isothermic case that keeps champagne cool for up to 2 hours — called for marketing and POS materials to promote the innovative packaging. Mirroring the style of the package itself, this sell sheet is set in the brand's rich shaded red with gold metallic and white type. The three-phase product photography includes callouts that describe specific features of the case.