



Small Batch Glass Series

# WILDLY SPIRITED BOTTLES FOR CRAFT DISTILLERS

ABOUT WILDLY CRAFTED

*“Rough and artisanal language.  
Imperfect and real, handmade appeal.”*

WILDLY SPIRITED BOTTLES  
FOR CRAFT DISTILLERS

WILDLY  
CRAFTED





***“Unique artisan glass language catalogue  
for Craft Brands.”***

INGRID CORNEHL / BYQUEST CEO





Craft Independent Attitude

# **SMALL BATCH GLASS SERIES**

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## **CONTEMPORARY ARTISANS IN GLASS**

Artisanal, small batch glass with a higher purpose.. Wildly Crafted is a community. We welcome the idea that imperfect in the manufacturing process is a good thing. It simply makes more economic and eco-sustainable sense to tolerate imperfection and reduce waste.

We turned away from mass-production and perfectness to embrace the idea of small batch production just like the artisan craft-makers who use our bottles.

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Sustainable Vision

# INDUSTRIAL GLASS UP TO 100% RECYCLED

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***“To be sustainable you must try to influence  
all stages and levels of the process...”***

GERARD ALBERTI / ESTAL CEO







# SUSTAINABLE FROM CONCEPTION



***Embrace Imperfections.***

Slight color variations and esthetic imperfections between them do not pose a problem, on the contrary, they are welcome.

***Sustainability, based on own innovation.***

We have rewritten the paradigms of industrial milling, created new methods and patented new procedures that allow us a degree of flexibility and efficiency unthinkable until today.

***Up to 100% post-consumer-recycled glass content.***

We work only with the industrial furnaces with the highest percentage of PCR (Post Consumer Recycled) glass on the market. Wildly Crafted bottles are not exquisite and accept all types of recovered glass.

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# The CATALOGUE

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Differently Cut

## BRAVE

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Brave has been designed with an axe, that gave it a singular shape and a bold attitude. Its bottleneck is a more contemporary and essential interpretation of the "whiskey style". The texture reproduces bumps and grindings, as if it had been carried by a stream.



***"Wildly Crafted is an INGREDIENT BRAND that adds  
inherent value to any host brand."***



Hard and Original

## PRIMAL

"The primitive". Its strong and blunt silhouette determines the hardest design of this collection. Looks like it was carved in stone, almost like one wanted to create a monolithic and imposing product.

Timeless Shape

## NATURAL

An essential shape inspired by the simple curves of ancient terracotta amphoras and containers. It has an honest and direct appearance that does not hide the ravages of time displayed on its surface.



Born Beside the Road

## BOBBER

Inspired by a road trip on two wheels. This bottle sums up the concept of rebellion and freedom and will lead you down paths never considered before. Cylindrical and powerful, mechanical but natural.

To the "Wild" Breweries

## BOBBER Jr.

This little one constitutes a great innovation for the brewers' channel. It has been designed to pay homage to the big world of craft beers.



# CREATED BY INDUSTRIAL INDEPENDENT CRAFTSMEN

Wildly Crafted is a portfolio of bottles that speak to a new paradigm of glass packaging that appeals to the essence of the global "craft brands" movement. These attributes include small batches where imperfections are embraced for esthetic appeal and environmental sustainability benefits. Wildly Crafted is an **INGREDIENT BRAND** that adds inherent value to any host brand by instantly associating it with this compelling, higher-purpose community of like-minded craftsmen.

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***“Wildly Crafted changes the rules in the glass industry.  
Finally we have an authentic proposal for the Craft Community.”***

JOKIN ARREGI / SERIESNEMO



# The BRAND ESSENCE

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## THE NEW CRAFT ORIENTED BRANDS

Wildly Crafted is artisan, contemporary language in industrial glass bottles with conceptual, visual and tactile attributes that are instantly recognizable as unique and a more sustainable packaging option for craft oriented brands.

Join the movement that celebrates Craft and Artisan values.





What's right may not last forever.

# TO THE WILD BREWERS

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HONEST & BOLD

***"Join the movement that  
celebrates Craft and Artisan values  
in small batch."***





# THE CRAFT SOUL A HIGHER CALLING

At a time when technology is changing our consumption patterns, handcrafted products are experiencing a comeback and consumers are choosing to go back to the origins in need of authenticity and honest products. Perfection is a soulless characteristic of industrial super-automation.

Brewers of the world, unite! Join the Wildly Crafted community.

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WILDLY CRAFTED IS A GLOBAL MOVEMENT CREATED BY:

**estal**  
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**SERIESNEMO**  
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