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[Jones 24c Gets Upgraded Packaging](#)

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Posted by John Craven, Wednesday, August 22nd, 2007 at 3:49 pm

There's been a lot of bad Wall Street press about Jones soda lately, so it seems like a good time to point out something positive for the company. Specifically, they've given their 24c line of vitamin enhanced waters a pretty spiffy looking packaging upgrade.

On the left is the new design and on the right is the old version....Whether or not it will be successful is ultimately in the hands of Jones and the marketplace, but I'm pleased with what they've done. The product has some character, compared to the stark white labels of the first version.



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