



Packaging Design Specification Sheet

Product Name	Bean Hour Kopi Luwak
Type and Net Weight	Roast Beans (100gr and 200gr) Ground Coffee (100 gr and 200 gr)
Packaging	Inner: Vacuumed sealed pouch with one way valve Outer: Paper tube in matte paper texture

Packaging Descriptions

Inner Packaging


- ❖ One size pouch which is used to pack all types of products and net weights (see above)
- ❖ Might only require the use of logo without the company name. The logo can be in the form of 'watermark' placed artistically across the entire pouch
- ❖ The standard coffee pouch has a one-way valve to maintain the freshness of the coffee (this is preferably to be placed at the lower third of the pouch front)
- ❖ Material of the pouch would be aluminium foil
- ❖ Dimensions of the pouch: 265mm (height), 80mm(width), 50mm(sides) – this is the standard size and as we haven't decided on the final size we require the design to be scalable.
- ❖ Maximum number of colour can be used to print the design is 8 colours.

Outer Packaging

- ❖ Material: Paper Tube (cylinder – similar to what you used to mail poster, painting, etc albeit with fatter body)
- ❖ Texture: Matte
- ❖ Dimension: 92mm (inner diameter), 100mm(outer diameter), 220-250mm(total height) - we haven't decided on the final size as such we require the design to be scalable.
- ❖ Main colour: open to your ideas – but dark brown is preferable as it is thought to convey premium products e.g. dark brown at the bottom and gradually transition to a lighter colour or similar dark colour.
- ❖ Font colour: Designer can freely decide what is appropriate. Gold was initially thought to convey premium.
- ❖ Logo might be embossed to the outer packaging, but this is again dependent on the cost/texture/design.
- ❖ The paper tube consists of two parts, the top body and the lower body, both of which need to be designed. The proportion of the top body and the lower body are yet to be decided, although the lower body will technically be longer as the top body will also act as the cover. We will consider the design to make determination on what would be the appropriate proportion (we take your design cue).
- ❖ Design area
 - ❖ Body of the tube consisting of top body and lower body
 - ❖ Top of the cover (visible from bird's eye view)
 - ❖ Bottom of the cover – could be plain
 - ❖ Inside of the tube – could be something that is plain and simple yet conveys elegance and exclusivity, should be consistent with pouch design (see inner packaging) and could use the company logo in the form of 'watermark'



Types of information we seek to have on the outer packaging:

Type of information	Text and description
Logo and company name	see attached files
Net weight	Exact wording ("Net Weight:")
Product name and description	see 'front text' below
Contact details	Put dummy contact details
Barcode	Put dummy barcodes
Product blurb	See 'product blurb' below
'Product of Indonesia' text	Exact wording "Product of Indonesia"
Indonesian flag (mini size) next to the text 'Product of Indonesia'	 Product of Indonesia (illustration only, please work with the suitable sizing of the flag relative to the text)
Website information	Exact wording "www.beanhour.com"

Front text: (must have)

100% authentic Kopi Luwak

a Premium Gourmet Coffee experience

Product blurb (at the back – must have):

From the archipelago of Indonesia, BeanHour brings you the finest exotic coffee on the planet – Kopi Luwak.

Of course, we cant do this alone – thanks to Luwak (Asian Civet) who eat only the ripest and reddest coffee cherries, process them through their digestive systems and produce the unique taste through enzyme fermentation.

We carefully clean and select individual beans. We then roast them to perfection (light to medium roast) to bring out their full-bodied distinct flavours, their rich aroma as well as their smooth and clean lingering aftertaste.

We want to share with you what we cherish, revere and venerate - the premium gourmet coffee experience.



The overall combination of inner and outer packaging will result in something like this (for visual illustration only of the look and feel of packaging – although we anticipate that our product will have a higher ratio of top cover to bottom relative to the picture below):



Sample outer packaging from other products that we like

Outer packaging – this is a sample of outer packaging that we truly like and can be a good representation of our product in terms of design simplicity and colour scheme.





for further reference of outer packaging, please go to
<http://www.chicagopapertube.com/Designer/Rolled/Flush/ffregalw.html>

Inner packaging → only for for coffee pouch type and dimension reference (not design)



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