## **GEOW YONG TEA**



## Properties list:

gift packaging
end-user packaging
coffee, tea and infusions
range of products
update
box
shopping bag
folding carton
cardboard and paper
die cut
identity by system of colour

The update of packaging gift-set of centenary Sheung Wan's tea house involved the choice of die-cut the gift-packs with patterns typical of Chinese windows. In this way the packaging is able to give off the tea aroma, that in this case is of high quality. Fundamental is the apposition of the seal expressely designed in order to avooid disguising.

Reference: Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008

Credits:

**Year:** 2003

Agency: Kan and Lau Design

Consultants

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