

# EMEYU TEA

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## Properties list:

- gift packaging
- end-user packaging
- range of products
- new product
- coffee, tea and infusions
- pouch
- other shapes
- folding carton
- plastics
- cardboard and paper
- identity by shape
- well-being
- contemporary
- identity by illustration
- identity by colour

From [Allora Creative](http://www.alloracreative.com) website: "Emeyu is pioneering a new tea culture committed to health and balanced living. Communicating the richness of Chinese history and art of tea to a contemporary audience is at the core of each branding application, including the giftable packaging, marketing materials and the website."

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Reference: <http://www.thedieline.com/blog/2009/01/emeyu-tea.html>

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## Credits:

**Country:** UK

**Agency:** Allora Creative

**Designer:** Janice Pedley

Other images:

