



/ Organic Hemp Tea

OVERVIEW

Company: Dutch Harvest hemp tea

Designer: Arjan van Woensel

Industry sector: Preserved foods

Tipology	Country	Year
Bag	The Netherlands	2019

Functionality



Sustainability



Prevalent type of communication



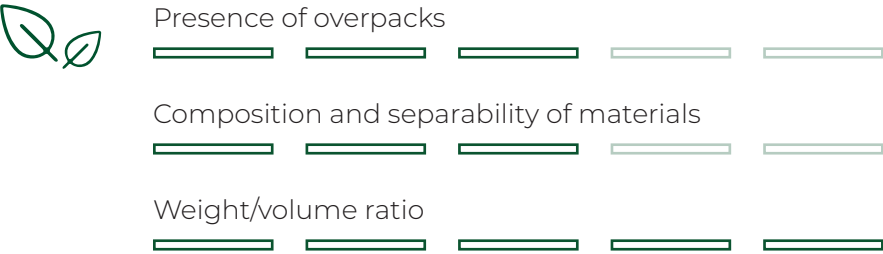
Overall assessment 8/10



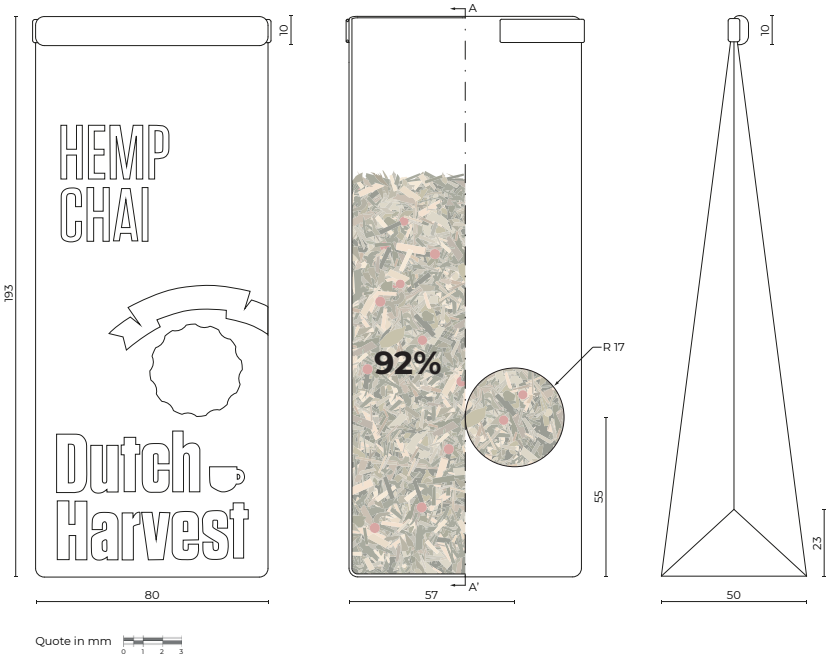
Functionality



Sustainability



Technical drawing and section



Short description

The packaging consists of a sheet of paper deriving from the left-overs of agricultural production and a sheet of bioplastic based on cellulose, printed together and folded to form the bag. The clip that holds the bag closed is made up of two aluminum rods bound by paper.



Product
tea



Inner lining
bioplastic



Closure
aluminum, paper



Bag
Paper

Component	Material	Weight
Bag	Paper, Bioplastic	7 g
Closure	Aluminum, Paper	1 g
Product	Tea	50 g
Total		58 g

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Short description of communication aspects

The naming gains visibility due to the intensity of the chosen color; the artistic representations refer to the main ingredient of the product. The method of disposal for the packaging is written in English, while the list of ingredients is shown in 5 different languages. The chosen font is clean and easy to read.

Color palette



Images



Information/communication ratio

Information **50%** Communication **41%** Neutral area **9%**

Eco-labels



Font	Images	Sensoriality	End of life
			
Original	Artistic illustration	Yes	Standard



Communication

	Appeal					
	Identity					
	Information					
	Message					
	Affordance					

