

STUMPTOWN COFFEE



Properties list:

- end-user packaging
- information about content
- update
- coffee, tea and infusions
- labels and sleeves
- sachet
- contemporary
- identity by system of colour
- cardboard and paper
- range of products
- rough
- opaque
- identity by typography

From Fritz Mesenbrink website: "Duane Sorenson, Stumptown's founder, came to me with this bag redesign project. He had a bag with a slit in the front of it and wanted a way to display a ton of information about growers, farms, flavors, locations and more. Our solution was to make cards, colour-coded for each region."

Reference: <http://www.hallofritz.com/?p=49>

Credits:

Country: UK

Designer: Fritz Mesenbrink

Other images:

