

# RESERVE COLLECTION COFFEE PACKAGING

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## Properties list:

- labels and sleeves
- sachet
- cardboard and paper
- contemporary
- rough
- identity by colour
- identity by textures and patterns
- coffee, tea and infusions
- new product
- single product
- end-user packaging
- adults

Jeff Holmberg designed these labels for a new line of coffee by Bull Run Roasting Company that they are going to be sell in their new retail shop inside Rustica Bakery in Minneapolis. Bull Run sales their coffee to some of the finest restaurants in the city, too. The packaging is a paper bag with a preprinted label on it. The producer can stamp the coffee variety and punch the bean and weight information on it. The ripped edge of the label on the bag balances a raw yet refined look.

The labels were printed at the popular Minneapolis-based letterpress studio, Studio on Fire. The letterpress printed in two colors on Strathmore Ultimate White label stock. They cut the labels with a steel rule die with several punches in order to add a coarse perforated edge that facilitates the opening of the bag.

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Reference: <http://holmbergd.com>

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## Credits:

**Country:** United States of America

**Year:** 2009

**Designer:** Jeff Holmberg

Other images: