

# MAUM TEA BAG

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## Properties list:

toy packaging  
end-user packaging  
range of products  
folding carton  
coffee, tea and infusions  
new product  
cardboard and paper  
transgressive  
ironic  
identity by shape  
die cut  
identity by illustration

Maum tea bag is a container set for tea filters with a really original and strong aesthetic impact. We are talking about the new containers designed with customized tea filters.

Every bag is illustrated with a funny man, for example someone who is taking the bus, works in a radio studio or is relaxing in the swimming pool. There's also the Christmas edition of Santa Claus and his reindeers.

Once you take off the character from the container, it can be dipped into your cup and then you can keep the funny illustration as a collection.

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Reference: <http://www.wdaru.com>

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## Credits:

**Country:** South Korea

**Year:** 2009

**Agency:** Wdaru

Other images:

