

# GEOW YONG TEA

---



## Properties list:

gift packaging  
end-user packaging  
coffee, tea and infusions  
range of products  
update  
box  
shopping bag  
folding carton  
cardboard and paper  
die cut  
identity by system of colour

The update of packaging gift-set of centenary Sheung Wan's tea house involved the choice of die-cut the gift-packs with patterns typical of Chinese windows. In this way the packaging is able to give off the tea aroma, that in this case is of high quality. Fundamental is the apposition of the seal expressly designed in order to avoid disguising.

---

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

---

## Credits:

**Year:** 2003

**Agency:** Kan and Lau Design  
Consultants

Other images: