

# GEOW YONG TEA

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## 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.

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

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## Credits:

**Year:** 2003

**Agency:** Kan and Lau Design  
Consultants

Other images: