



headspace



Morning & Night Ritual  
**Green Tea**

Sefora Tunc, s1728342  
Packaging Design & Management I

# TABLE OF CONTENTS

#	TITLE	PAGE
01	INTRODUCTION	03
02	REQUIREMENTS	06
03	BRAND AND DESIGN GUIDELINES	09
04	PRIMARY PACKAGING DESIGN	14
05	SECONDARY PACKAGING DESIGN	28
06	TERTIARY PACKAGING DESIGN	31
07	FILLING PROCESS	33
08	COST PRICE ANALYSIS	35



**The main requirements that the packaging must meet will be stated and serve as a reference for the final packaging design.**

# INTRODUCTION



# STATED PURPOSE

Aim is to design a packaging (primary and secondary) for a combination of a food- and non-food product. It is required to incorporate three different packaging materials, such as glass, metal, rigid plastics, flexibles, paper and board. The chosen food product is dried green tea, the chosen non-food product is a scented candle and a gift card.

The packaging will be a gift box, purchased to be given to a friend or loved one. Hence, it must look elegant and be easy to wrap in gift paper. The packaging must be designed to (1) protect the products with respect to their vulnerabilities, (2) be compliant with the legislation (3) represent the brand headspace, (4) look desirable and (5) offer the user a positive experience.



Dried Green Tea Leaves



Scented Candle



Gift Box



# TARGET GROUP

PEOPLE WHO WANT TO GIFT A LITTLE HEADSPACE

The target group consists of people who want to buy the box for someone they care about and may not take enough time for themselves. Although the contents are not as highly valuable, the message behind it suggests that the buyer cares about the person who receives it increasing the personal value.

Also, the packaging has been designed in such a way that it looks sustainable and durable, allowing to re-use every element. This means, that buyers are environmentally aware, preferring this over another box that does not represent these values.

While the front of the glass jars is screen printed, the back can be peeled off and utilized for other purposes while maintaining the headspace look and feel. The user can show off their product in other situations.

## Scenario

It is christmas season and the search for great and thoughtful gifts has started. Maria is a 24-year old young teacher who walks around in the department store and is looking for a gift for her friends. She wants it to not be too expensive but still look elegant, similar to a small rituals box.

She then encounters something that looks familiar. What was the brand called again? "A headspace gift box?", she asks herself and comes closer. Looking at the box, it is again a "ritual" but for mental self-care rather than physical self-care. It is compact and looks sturdy. A opened display box shows the contents: two brown glass jars which each serve to be used for a morning and night ritual. Beautiful.

"I will gift them a little bit of mindfulness", she thinks and takes three boxes for her friends. They are always busy and stressed, this will do them well.





**The main requirements that the packaging must meet will be stated and serve as a reference for the final packaging design.**

# REQUIREMENTS



# REQUIREMENTS

## LEGISLATION

Legislation	Source	Description
Migration of Substances from Packaging Material into Food	Regulation (EU) No. 1935/2004 and 852/2004/EC	All food contact materials must be manufactured in accordance with GMP (Good Manufacturing Practice) and must not transfer their constituents to foodstuffs in quantities that could endanger human health or change in the composition of the food
Labelling of Packaging with Information about the Packed Product	EU No. 1169/2011	Intends to protect and enhance consumer health by listing mandatory particulars on a food label: Name, List of ingredients, substances causing allergies, quantity, use by date, name and address of food business operator, country of origin, instructions, nutrition declaration
General Food Law	EC 178/2002	Ability to monitor food, feed, and ingredients through all stages of production, processing and distribution.
Sustainability	Directive on Packaging and Packaging Waste 94/62/EC and 2006/12/EC	Packaging volume and weight should be limited to the minimum adequate amount. Packaging shall be designed to minimize its impact on environment when it is disposed. Packaging should be recycled to a certain percentage depending on material (60% paper, 50% metals, 22.5% plastics)

**FUNCTIONS OF ALL COMPONENTS  
& BARRIER PROPERTIES**

- (1) The food product must be separated from the non-food product.
- (2) The packaging components must counter the following product vulnerabilities.

Type	Green Tea	Scented Candle
pH Group	Neutral	Neutral
Moisture	Yes	Yes
Oxygen	Yes	Yes
Gasses	No	No
Aromas	Yes	Yes
UV	Yes	No

**RETAIL**

- (1) The packaging must ensure that customers recognize the brand and the included products.
- (2) The packaging must be appealing to the customer.
- (3) The packaging must use the brand language of headspace.
- (4) The packaging must take into account 60cm standard shelf height.

**TRANSPORT**

- (1) The secondary packaging must fit collomudle standards.
- (2) The weight and size of the secondary packaging must allow easy handling.

**USE**

- (1) The packaging must indicate the intended use.
- (2) The packaging must be designed to fit human anatomy.
- (3) The packaging must be designed to allow easy access to the products.
- (4) The packaging must be reusable after opening.





**An overview of the main brand elements, such as the philosophy, logo, typography and graphics will be provided that must be included in the packaging design.**

# DESIGN AND BRAND GUIDELINES



# PHILOSOPHY

Headspace intends to make the world happier and healthier by providing directed meditation to its users. This becomes apparent due to their product as well as their actions, as headspace is a supporter of numerous charities.

Consequently, their packaging should be designed to promote sustainability and reduce environmental effects as much as possible. Additionally, it should provide the user with an experience, offering him a moment of peace and making him feel special.

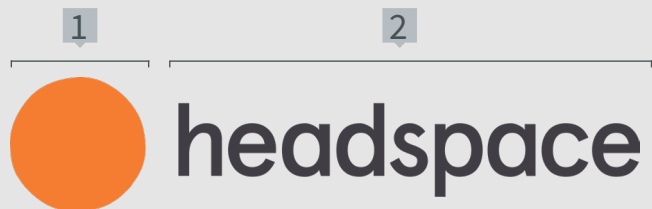
# LOGO

## 1) The Logo Symbol

Consists of an orange circle that looks hand-drawn, as it features some slight bumps.

## 2) The Logo Title

The logo includes the name of the brand "headspace" written in the font "brandon text" that can be seen on the right.



# TYPOGRAPHY

## BRANDON TEXT

Regular

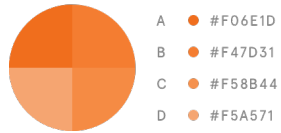
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

# COLOURS AND THEMES

## ORANGE



- A ● #F06E1D
- B ● #F47D31
- C ● #F58B44
- D ● #F5A571

## CHOCOLATE



- A ● #514241
- B ● #665352
- C ● #7A6462
- D ● #8F7472

## ASH



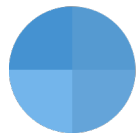
- A ● #524D57
- B ● #544F59
- C ● #67626E
- D ● #7A7482

## PLUM



- A ● #4B5161
- B ● #5A6175
- C ● #626A7F
- D ● #828DAB

## BLUE



- A ● #4592D1
- B ● #559AD1
- C ● #64A4D9
- D ● #73B5EB

## SKY



- A ● #52B6DE
- B ● #64BBDE
- C ● #72C7E8
- D ● #80D2F2

## PERIWINKLE



- A ● #8A9AED
- B ● #93A2ED
- C ● #9DAAED
- D ● #A6B2ED

## VIOLET



- A ● #D7A5D2
- B ● #D7B2D4
- C ● #E0BCDD
- D ● #EBCAE8

## YELLOW



- A ● #F5C471
- B ● #FACA78
- C ● #FED58C
- D ● #FFDEA6

## AQUA



- A ● #55C2BB
- B ● #67C7C1
- C ● #7BCDC8
- D ● #8ED1CD

## GREEN



- A ● #77C79F
- B ● #86D1AC
- C ● #96D9B0
- D ● #BDDC2

## PINK



- A ● #E8646F
- B ● #F26C77
- C ● #FC7C86
- D ● #FF8F98

## RED



- A ● #E85D4A
- B ● #F1624E
- C ● #FC6E5B
- D ● #FF7C6B

## PEACH



- A ● #ED6F68
- B ● #F07973
- C ● #F28883
- D ● #F19B96

## PALE



- A ● #F4E6D4
- B ● #F7ECD8
- C ● #FAF0E3
- D ● #FDF5EB

## STONE



- A ● #EBE8E4
- B ● #EFECE7
- C ● #F5F2ED
- D ● #FAF7F2



# PATTERNS

Headspace utilizes organic forms and creates a basic pattern from it that is combined with different colours defined in the previous section.

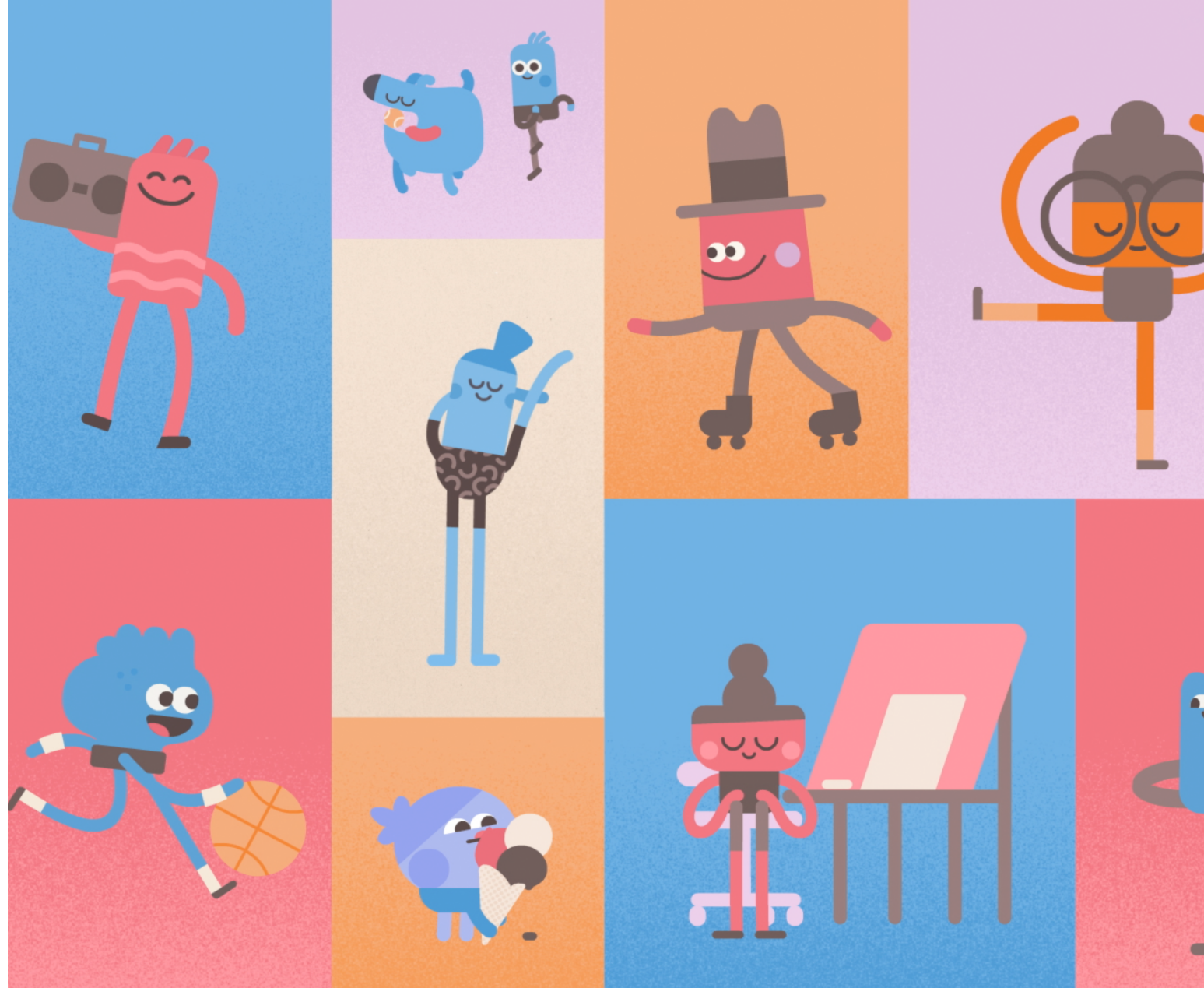
The patterns serve as a background for text or headspace characters (next section).



# CHARACTERS

Headspace's graphical language is distinct in the characters it utilizes. As can be seen on the left, they represent different moods and actions.

People can identify themselves with the characters, and they provide the brand with a modern and charming character.





**The primary packaging is elaborated on in terms of design and technical details.**

# PRIMARY PACKAGING DESIGN



# PRIMARY PACKAGING

The primary packaging consists of four components:

- (1) Two identical brown **glass jars** that convey a feeling of high quality
- (2) Pale yellowish **inlay** that secures the products and showcases their frontal design immediately after opening
- (3) Brown Kraft **Telescope Box** with green centerpiece highlighting sustainability awareness of brand
- (4) White, glossy **banderole** with legally required information and product description to keep the box neutral and ready for re-use by the customer



# OVERVIEW

## GLASS JARS

The design features two glass containers made from 2mm brown soda-lime glass. It was chosen as it emits a premium look, protects the contents from UV, moisture, oxygen and maintains aroma/scent.

The jar holds 40g of dried green tea. The overall design fits the headspace graphic language. The bought in candle has been transferred to a similar jar in order to have a coherent style and make the set more appealing.





# DESIGN

## GLASS JARS

The graphics on the front of the jars are printed utilizing screenprinting to prevent it from coming off after re-use. The back label with all the legally required information was printed using wet CMYK offset printing.

Information:

- Product
- Logo
- List of ingredients
- Weight
- Best before date
- Storage and use instructions
- Nutritional Values
- Producer and contact information

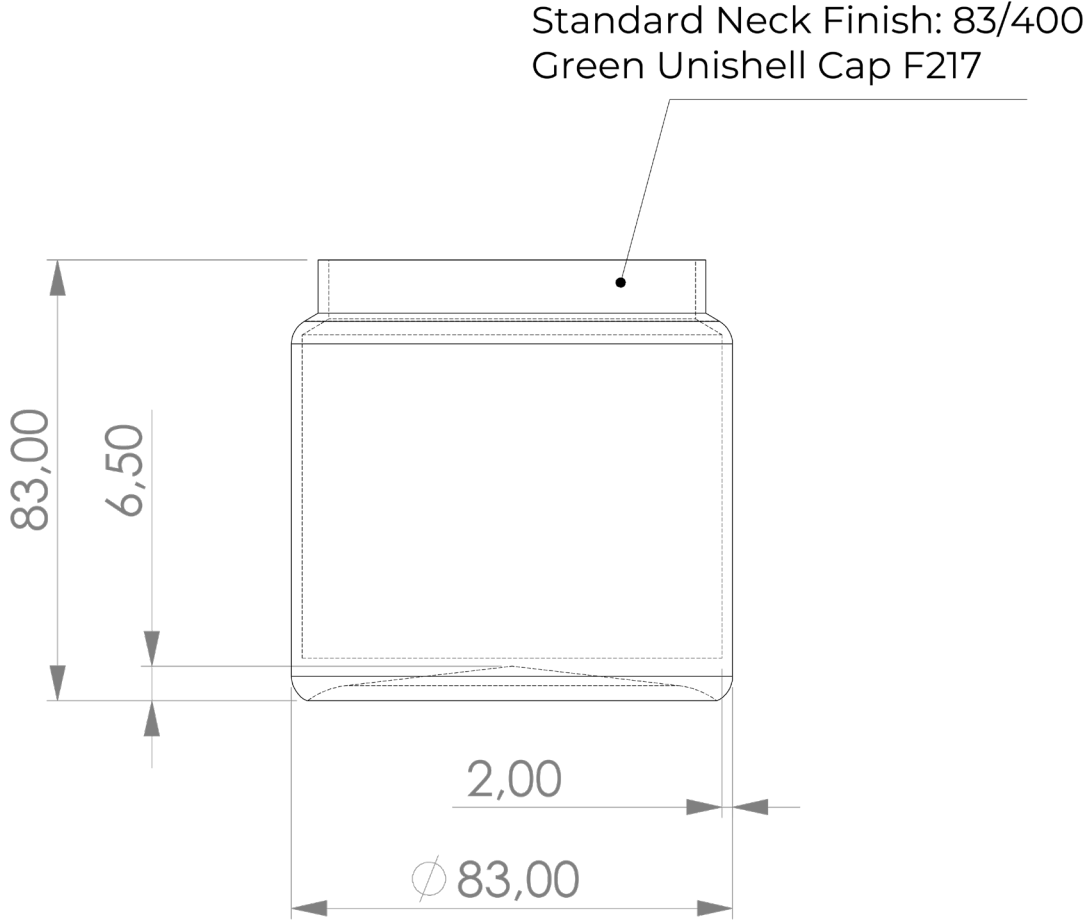


# TECHNICAL DETAILS

## GLASS JARS

The jar is made from brown soda-lime glass with a thickness of 2mm. It has a 83/400 Unishell Cap F217 standard neck finish. It holds 40 grams of dried green tea and weighs 160 grams. Due to the wide neck, it is produced utilizing the press-and-blow method for wide-mouthed glass products.

Specifications	
Dimensions	294 ml   83 x 83 mm
Material	brown soda-lime glass
Weight	160 gram
Production	Press and Blow
Wall thickness	2 mm
Neck finish	83/400 Unishell Cap F217



# OVERVIEW

## INLAY

The pale yellow flocked inlay is made from thermoformed PET. It holds the products firmly in place to protect them and present them in appealing way. A form closing design ensures a tight fit of the products.

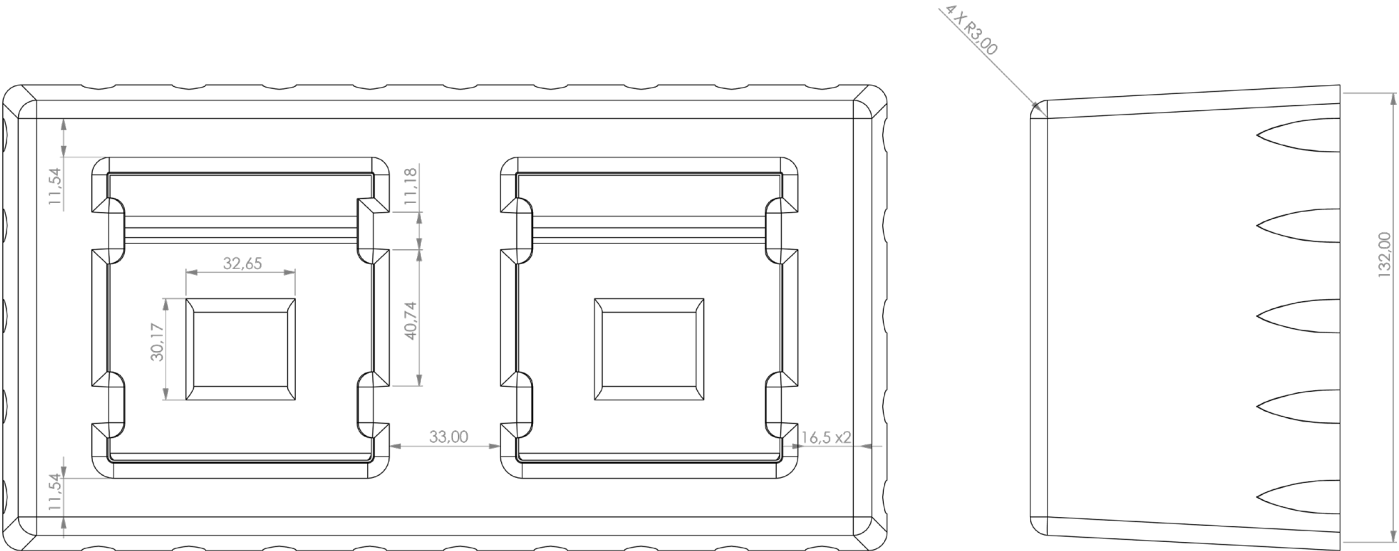
The finishing and the colour make it appear light and high quality, putting the focus on the darker brown glass jars and presenting them adequately.



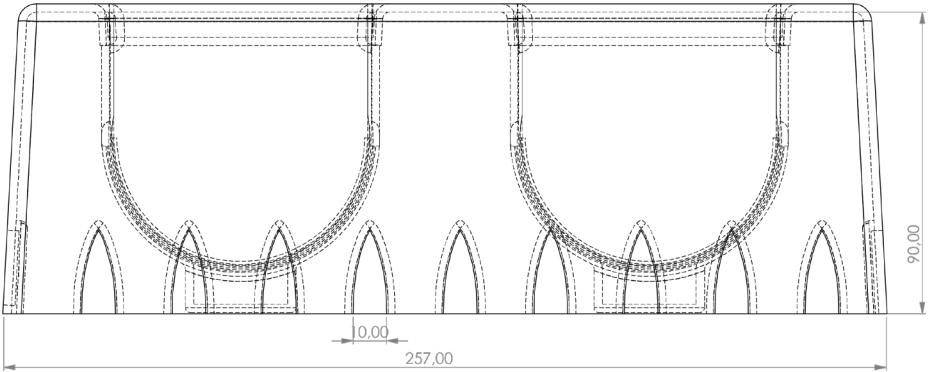
# TECHNICAL DETAILS

## INLAY

The inlay is made of 0.3 mm flocked PET. It gains its shape through thermoforming where excess material on the sides is removed. A 3° draft angle ensures that the product is easily separable from the mould. Along the sides as well as in the center of the jar cavities reinforcements were included to create a solid design. The cavities have a 1mm margin around them and use a form closing design to hold the products firmly in place.



Specifications	
Dimensions	257 x 90 x 132
Material	Pale Yellow flocked PET
Weight	47.2 gram
Production	Thermoformed
Wall thickness	0.3 mm



# OVERVIEW

## RIGID FOLDING BOX

The box is a telescope box consisting of two ECMA B10.02.00.00 standard boxes made from 2mm solid unbleached Kraft and a center piece made from 2mm green Kraft. The box parts are cut, grooved, printed on, folded and glued together. The design is CMYK offset printed to achieve precise contours and a high quality finish. A banderole contains all the legally required information and acts as a sleeve.



# DESIGN

## RIGID FOLDING BOX: LID

The box itself does not feature any information besides the logo of headspace, one of their characteristic mascots enjoying tea and a common pattern in their designs changed to match the present colour scheme. As the product contains green tea, the dominating colour is green. However, it was chosen to maintain the brown Kraft colour in order to convey a feeling of sustainability as headspace is an advocate of environmental awareness.

Additionally, no further information is printed on the box itself, but has been printed on a banderole to maintain a clean look, so the box can be re-used for several purposes.

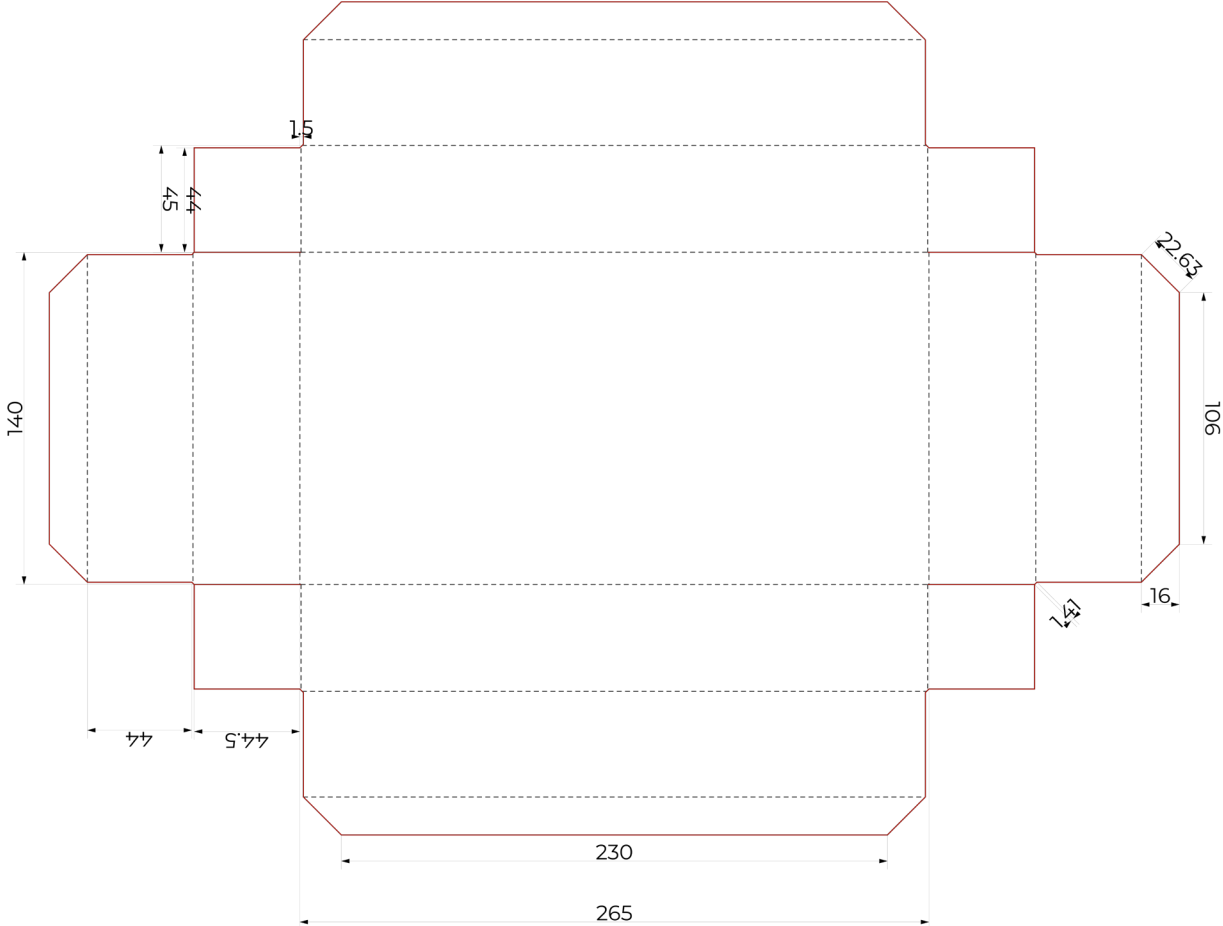


# TECHNICAL DETAILS

## RIGID FOLDING BOX: LID & BOTTOM

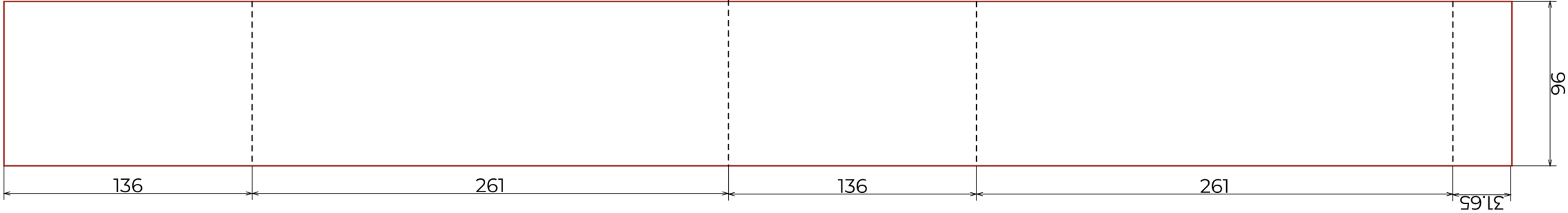
The box is a telescope box consisting of two identical ECMA B10.20.00.00 boxes and a simple centerpiece, i.e. a strip. The material used for the ECMA boxes is 100% unbleached solid Kraft with a thickness of 2 mm. The solid board is cut to size, grooved on the folding lines and folded and glued together after the design has been CMYK offset printed on the lid.

Specifications	
Dimensions	265 x 45 x 140 mm (each)
Material	100% unbleached solid Kraft
Weight	71 gram
Production	(printed), cut, grooved, folded and glued
Wall thickness	2 mm



# TECHNICAL DETAILS

## RIGID FOLDING BOX: CENTER



Specifications	
Dimensions	261 x 136 x 96 mm
Material	Green solid Kraft
Weight	73.6 gram
Production	cut, grooved, folded and glued
Wall thickness	2 mm

The centerpiece is a strip made from green solid Kraft with a thickness of 2 mm. The solid board is cut to size, grooved on the folding lines and folded and glued together. It is attached to the walls of the bottom ECMA box and together forms the lower half of the box.



# OVERVIEW

## BANDEROLE

The banderole is a sleeve around the box and consists of 100% bleached Kraft. It contains all the required information and keeps the box itself therefore neat and neutral. It also acts as a seal and ensures that no one has opened the box before as it sits tight. You cannot slide it off without damaging it.

The banderole can be discarded while the box is kept and re-used for other purposes.

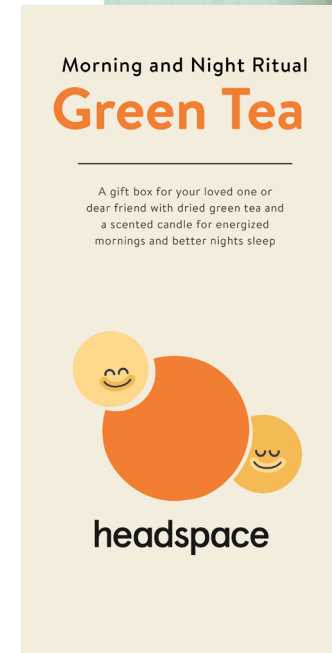


# DESIGN

## BANDEROLE

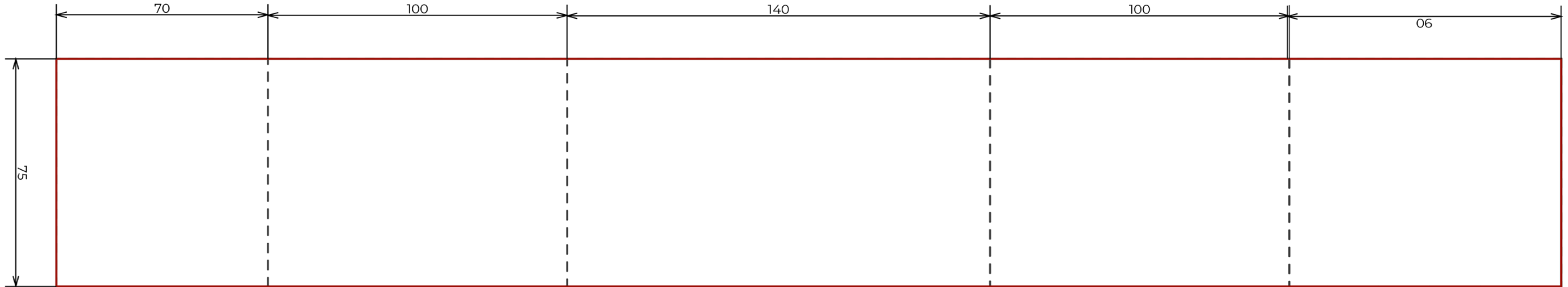
Since the box does not feature the legally required information to keep it nice and clean, a banderole has been introduced. The circle in the middle is a cut out that reveals the orange circle printed on the box and indicates the right location of the banderole. It fits like a sleeve around the box and contains required information, such as:

- Information about product contents
- Information about the producer and contact information
- Information about the recyclability of the product
- EAN-13 bar code
- CE European conformity mark



# TECHNICAL DETAILS

## BANDEROLE



Specifications	
Dimensions	500 x 75 mm
Material	100% bleached Kraft
Weight	20 gram
Production	Bought in: Printed, cut, grooved externally, folded and glued internally
Wall thickness	1 mm



The material used for the banderole is 100% bleached Kraft with a thickness of 1 mm. The banderole is bought in, where the details are printed on, the paper is cut to size, grooved on the

folding lines and folded. During the packaging process it is wrapped around the box and glued together at the bottom. You can remove it by sliding it off.



**This section covers the design and technical aspects of the secondary packaging design, holding eight primary packagings.**





# SECONDARY PACKAGING DESIGN

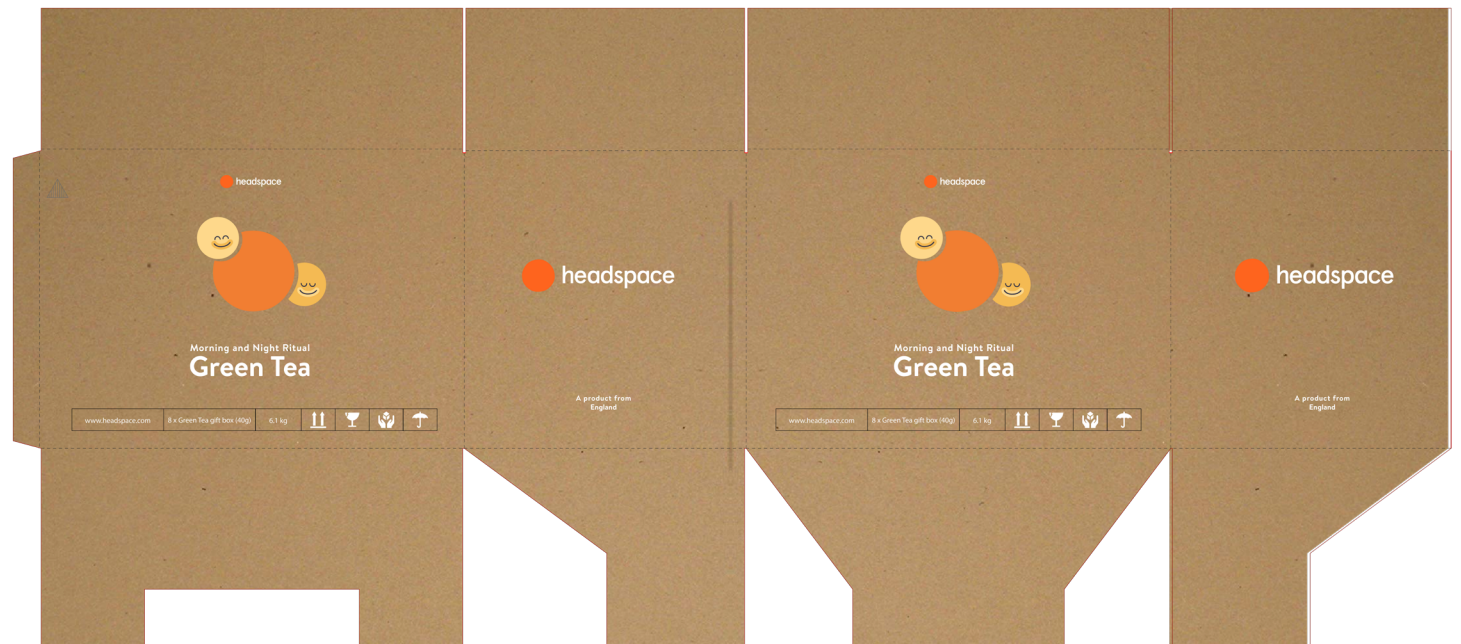


# DESIGN

The secondary packaging is a standard FEFCO 0216 box with auto-lock bottom to allow for a faster packaging process. It can hold eight gift boxes at once. It features the main elements of the primary packaging design and additional information, such as:

- Producer logo
- Website
- Country of origin
- Information about contents
- Weight of the box
- Symbols: Top of the box, fragile contents, handle with care, keep dry

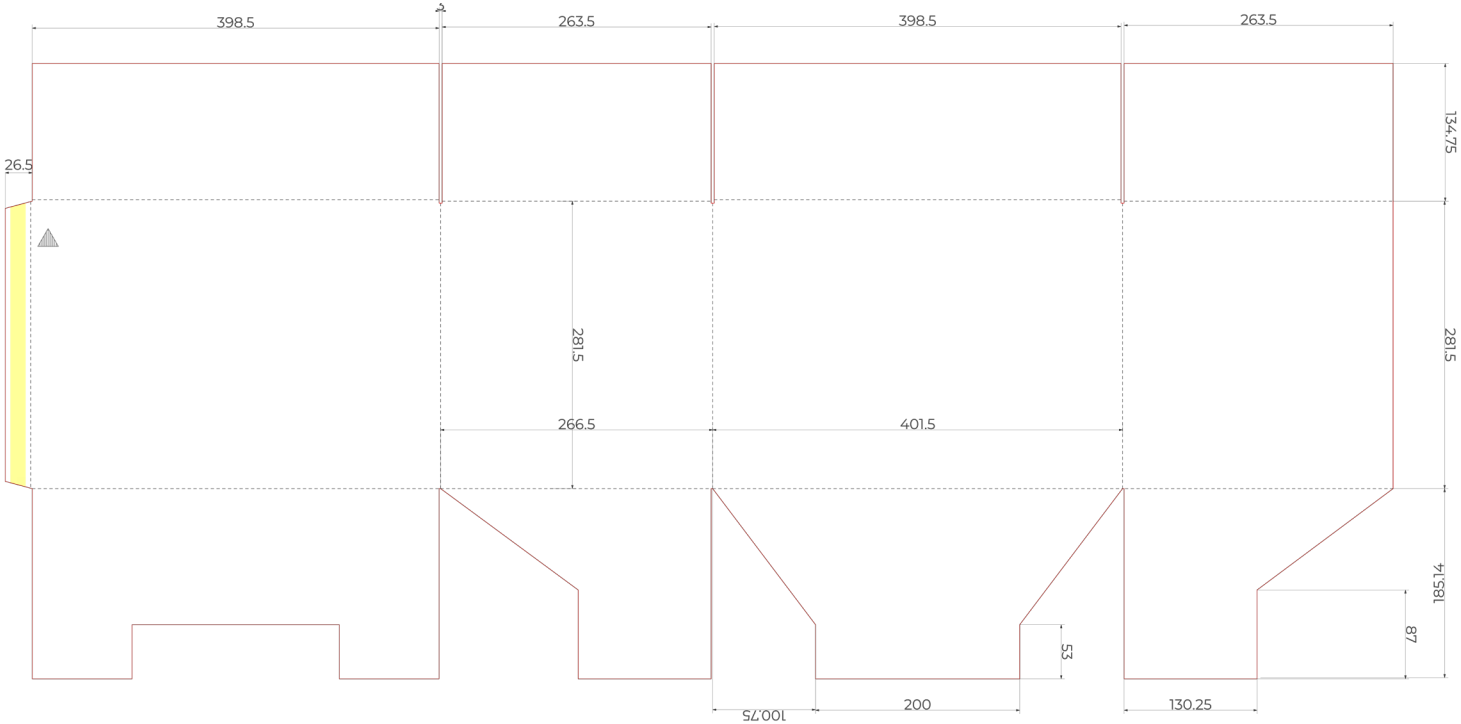
www.headspace.com	8 x Green Tea gift box (40g)	6.1 kg				
-------------------	------------------------------	--------	---	---	---	---



# TECHNICAL DETAILS



Specifications	
Dimensions	268 x 403 x 283
Material	Corrugated board
Weight	$0,726 \cdot 8 + 36 = 6,18\text{kg}$
Print	CMYK offset
Compression Strength	1211N
Wall thickness	E Fluting





The tertiary packaging is specified and it is shown how efficiently the secondary packaging interacts with the tertiary packaging.

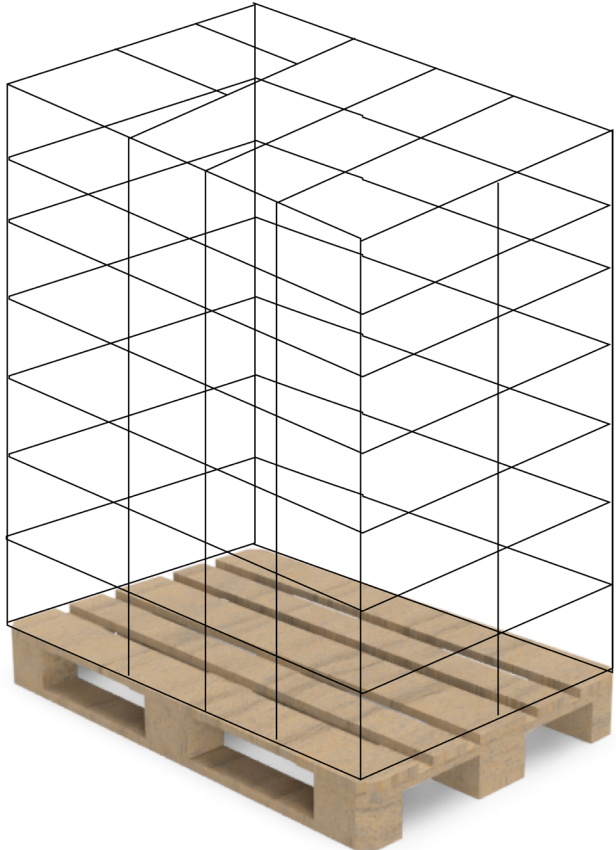
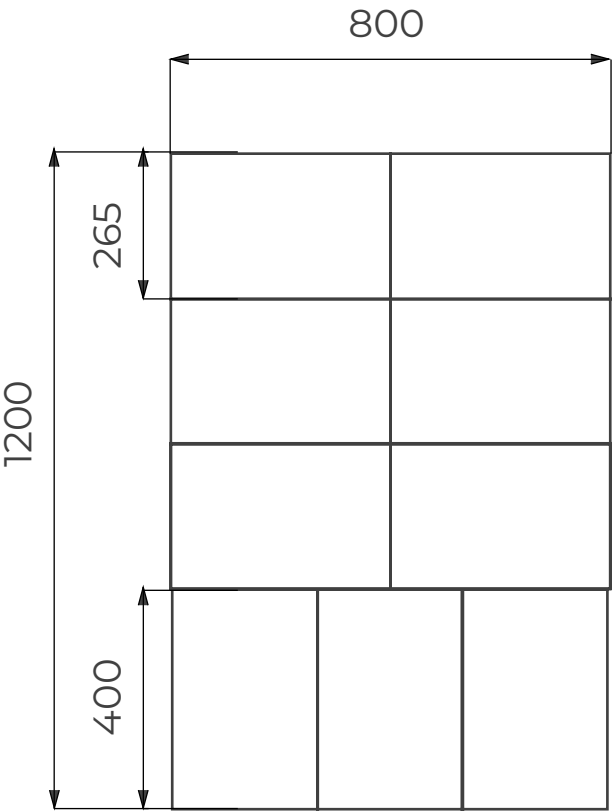
# TERTIARY PACKAGING DESIGN



# TECHNICAL DETAILS

The tertiary packaging consists of an Europallet. The packaging was designed to fit the collomodule standard. Secondary packaging will be filling 99,2% (1195x797) of the surface area and be stacked 7 layers (1,96m) high.

Specifications	
Product	Europallet
Dimensions	1200 x 800 mm
Stack Height	7 layers
Stack Pattern	No Pattern
# Secondary   Primary Packaging	63 Secondary   504 Primary
Pallet surface usage	1211N
Pallet volume usage	E Fluting
Total weight	398,34 kg





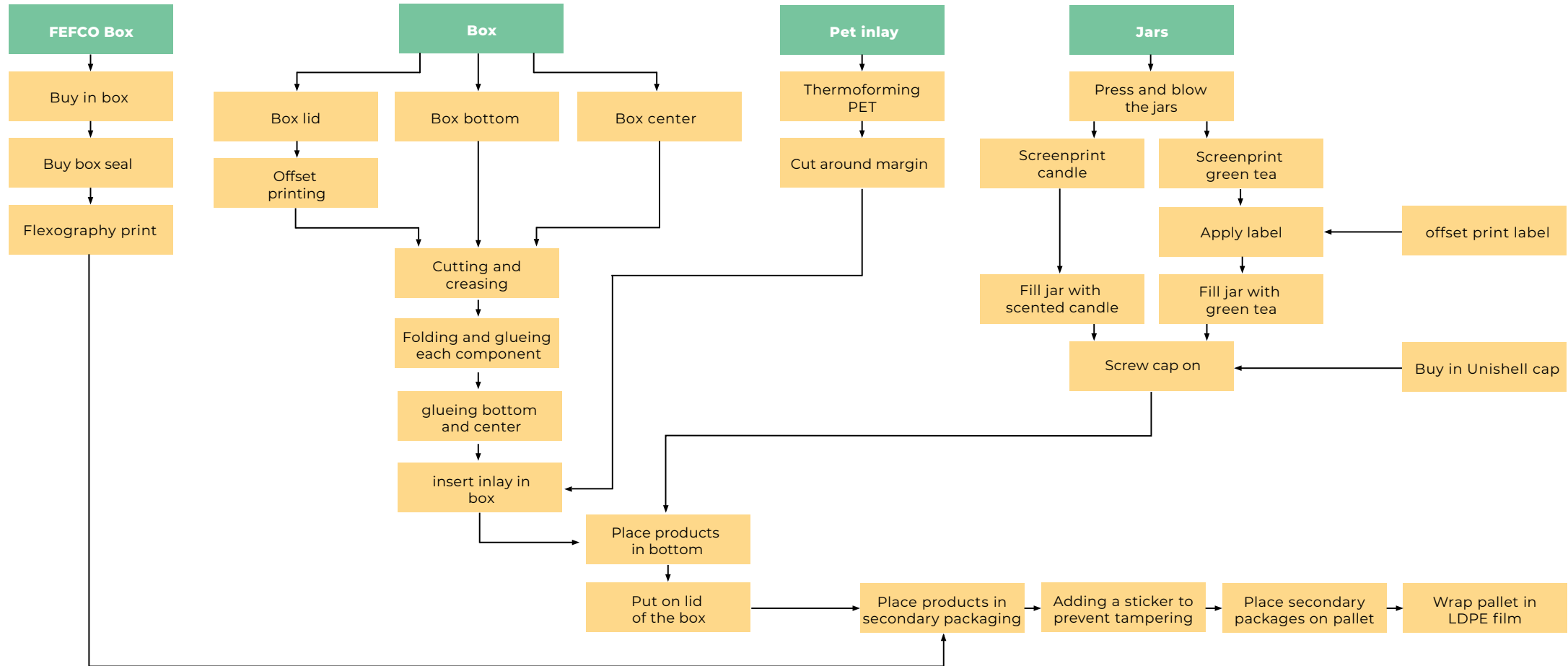


The filling process is visualized through a flow chart, showing each step that happens simultaneously and in sequence.

# FILLING PROCESS



# FILLING PROCESS





**Provides an overview of the costs associated with the packaging and the products.**

# COST PRICE ANALYSIS



# COST PRICE ANALYSIS

- 1) Alibaba Candle
- 2) Alibaba Green Tea
- 3) Klooster, R. ten, Lox, F., Schilperoord, A.A. (2018) Packaging Design Decisions. DESTech publications inc., 2018.
- 4) Alibaba Label
- 5) Unishell lid
- 6) Banderole

Category	Product	Price (Eur)	/amount	One piece	Price per product (Eur)
<b>Products</b>					
Candle	Scented candle	150 <sup>1</sup>	3000 pc.		0,05
Green Tea	Dried loose green tea	5 <sup>2</sup>	10 kg		0,002
<b>Primary Packaging</b>					
Jar	Jar with 3mm wallthickness, brown glass	0,41 <sup>3</sup>	1000 kg	160 gr x2	0,131
	Label	19 <sup>4</sup>	10000 pc.		0,0019
	Unishell lid	800 <sup>5</sup>	10000 pc.		0,008
Inlay	Flocked PET .3mm inlay	1,6 <sup>3</sup>	1 kg	70 gr	0,224, where x = 2
Box	Box Lid 2mm solid board creased; offset printed	1,5 <sup>3</sup>	1 m <sup>2</sup>	0,11 m <sup>2</sup>	0,165
	Box Bottom 2mm solid board creased	1 <sup>3</sup>	1 m <sup>2</sup>	0,11 m <sup>2</sup>	0,11
	Box Center 2mm solid board creased	1,1 <sup>6</sup>	1 m <sup>2</sup>	0,074 m <sup>2</sup>	0,082
	Banderole	952 <sup>6</sup>	5000 pc.		0,19
<b>Secondary Packaging</b>					
Box	Fefco 216 regular slotted container offset printed	0,45 <sup>3</sup>	1 m <sup>2</sup>	1,91 m <sup>2</sup>	0,86

<b>Total (eur)</b>	<b>1,82</b>
<b>Total packaging (excludes non-food and food items) (eur)</b>	<b>1,77</b>