

E08003



PACKAGING  RATIONALE





"Get your Buzz on . . ."





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Challenge & Solution

Challenge

Design a unique single serve glass bottle for a health and wellness beverage, between 250ml & 375ml. The overall look and feel must be premium, organic, natural, hip and youthful. The glass container must be able to be made using current glass manufacturing processes such as *'Blow & Blow'* or *'Narrow Neck Press and Blow'* technology. The shape of the bottle, type of closure, product graphics, variety of health drink and branding are your choice.

Considerations

- High quality branding to promote the brand & deliver prominent point of sale
- Mandatory product and labelling information is to be included
- Bottle stability needs to be taken into consideration - on production line, filling line and retailer shelf
- Embossing or debossing of the glass can be included
- Sharp corners or edges within the glass container design should be avoided

Solution

Research the various health & wellness drink products available in today's market and secure a strong foundation to then build the design upon. Also research the competitors & target market to determine the ideal approach. Make sure the design is premium, organic, natural, hip and youthful, so it will stand out at point of sale to attract consumer attention and interest.

Research the current glass manufacturing processes and be sure the chosen glass bottle can be manufactured using either: the *'Blow & Blow'* or *'Narrow Neck Press and Blow'* process. The bottle must be 250ml-375ml, secure & sturdy for manufacture, transport and point of display. The mandatory label requirements and the correct storage of the product, will also need to be researched, adhering to environmental considerations, budget and time constraints.

“Premium, Organic, Natural, Hip & Youthful . . .”



Company Profile

iHEALTH Inc.

iHEALTH Inc. is the world's largest organic health and wellness manufacturer and preferred partner for many of the world's leading food and beverage brands. With soaring revenues in 2011, the company is headquartered on the stunning Sunshine Coast QLD Australia and employs an army of dedicated and innovative employees. iHEALTH Inc. delivers organic, natural and sustainable health & wellness products to a growing global marketplace.

Company Details

CEO

David Phillips

global headquarters

166 Technology Dr.
Sunshine Coast
QLD 4551
AUSTRALIA

phone

(07) 5487-7887

web

www.ihealth.com.au

email

info@ihealth.com.au

audience

Global

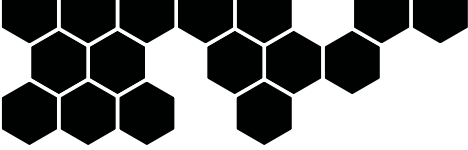
budget

Unlimited





Unique Rectangular Glass Bottle



Product Profile

Product Overview

name: Buzz

The ideology behind the name is a play on words, as the drink is primarily infused with the natural goodness and benefits of honey. Therefore Buzz derives from the sound bees make and also the natural energy kick the drink will provide. It is also a common word used among young people to describe an enlightened or adrenaline fuelled sensation or experience.

tag line: *"Get Your Buzz On...."*

what it is: organic health and wellness beverage.

how it's made: freshly brewed organic boutique tea leaves infused with wild natural honey.

bottle: unique slim rectangular glass bottle.

amount: 250ml

Packaging Function & Purpose

A unique rectangular glass vessel has been selected as the bottle of choice. The bottles will be sold individually and eventually in packs of 4 flavours. An innovative magnetic lid concept will also be incorporated to entice customer intrigue at point of sale. This unique concept will be carried out with shelf stackability, stability and practicability firmly in mind.

Potential Unit Price

1 x 250ml bottle:	\$ 6.50
4 x 250ml pack:	\$25.00

Why Glass?

Glass protects flavour and freshness. It's the safest and healthiest packaging material for both food and beverages. It is 100% recyclable (forever), it's pure and sustainable. People reach for their favourite brands in glass, they believe it provides a higher quality product, it tastes better and is the healthiest option.

Honey & Tea Benefits

Health Benefits

honey: the 3 key health benefits of honey are: 1. Honey is a natural energy booster 2. Honey is a great immunity builder 3. Honey is a natural remedy for many ailments. It is also anti-cancer, a remedy for cuts and burns, sore throats and sleeplessness. The antioxidants in honey are a cholesterol fighter and have the potential to protect against heart disease. Medicinal and healing varieties include: Manuka, Propolis, Jelly Bush and Royal Jelly.

honey vs sugar: both sweeteners contain glucose and fructose, however during sugar's manufacturing process the organic acids, protein, nitrogen elements, enzymes and vitamins found in the sugar cane are destroyed. Honey is however a natural sweetener and has certain beneficial antioxidant and antimicrobial properties which are not present in table sugar.

tea: contains anti-cancer polyphenols, essential oils, vitamins (E & B) and minerals, including a high percentage of zinc. A cup of tea contains an average of 40mg of caffeine, compared to 85mg as found in a cup of freshly brewed coffee.

The heart-health and cancer-preventive benefits of black & green teas are well-publicised, including the invigorating and calming properties boutique varieties provide (i.e. Jasmine, Oolong, Darjeeling, etc).

White tea, made from the tender, infant bud of the plant, undergoes virtually no processing. It is becoming more and more popular as it is the most rich in antioxidants than any other tea. These antioxidants help remove free radical molecules from the body, which are body damaging by-products from pollution & the natural ageing process.

honey & tea: the combination of honey and tea outweighs any carbonated soft drink, as the infusion combines all of the natural health benefits of them both. This creates the perfect health and wellness beverage, as they both enhance their natural flavours and boost energy and immune levels.



“The Perfect Soul Mates . . .”





Flavour Infusions

The Ultimate Combination

Honey and tea are destined to be together, the key focus is to combine the very best boutique flavours of the two into a healthy refreshing beverage, using delicate brewing techniques refined over centuries.

Boutique Flavours

The right infusion can be used to match and suit personal moods and preferences.

honey: Manuka, Propolis, Royal Jelly, Jelly Bush. **tea:** Black, Green, White, Jasmine.

Flavour Range

1. Energizing Infusion

Organic Black Tea

Wild Manuka Honey

"energizing and immune boosting"

2. Invigorating Infusion

Organic Jasmine Tea

Wild Royal Jelly Honey

"uplifting and invigorating"

3. Refreshing Infusion

Organic Green Tea

Wild Propolis Honey

"refreshing and rejuvenating"

4. Calming Infusion

Organic White Tea

Wild Jelly Bush Honey

"calming and cleansing"

"The Ultimate Combination . . ."



Target Market

Demographic

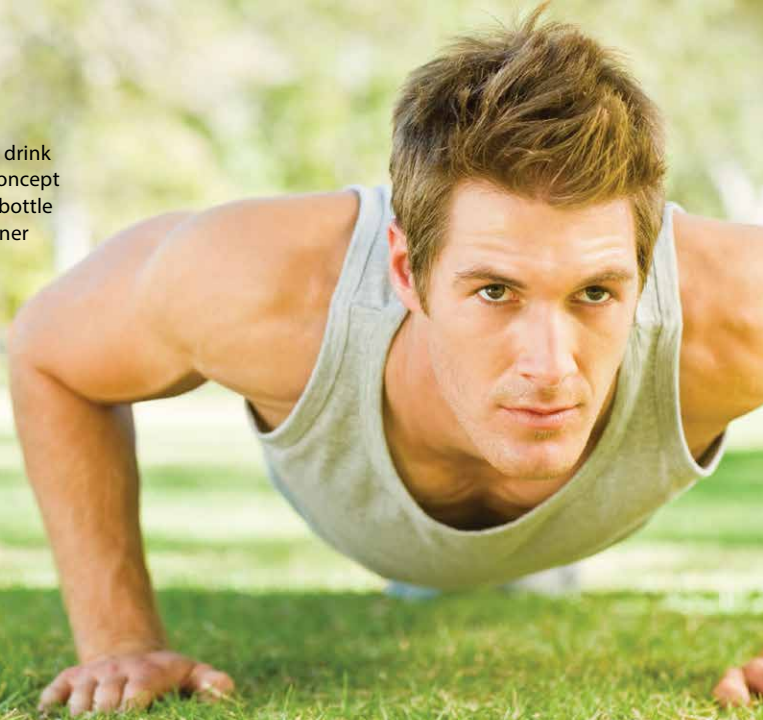
age:
18 - 40

gender:
primarily male

income:
\$80,000 +

Why Buy It?

- Natural alternative to soft drink
- Innovative magnetic lid concept
- Unique rectangular glass bottle
- Honey is a natural sweetener
- Glass: healthy packaging
- All Natural
- Organic
- No preservatives
- No artificial flavours
- No artificial colours
- Boutique tea infusions
- Eye catching labelling
- Bottle is collectable
- Bottle is reusable
- Bottle is recyclable
- Immune boosting
- Energy boosting
- Refreshing



lifestyle:

sporty, fitness first, take care of their bodies and what goes into it, health conscious, prefer the healthy option, prefer organic over processed, corporate, business, career driven, appreciate the best nature can provide, can afford the finer things in life.

Competitors

Competing Ice Tea Companies

- Nestea
 - Lipton Ice Tea
 - Celestial Seasonings
-



Competing Boutique Brands

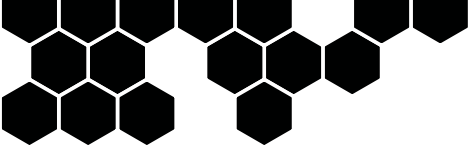
- Stolen Recipe
- Harney & Sons
- Tencha
- ISST
- Spring Leaf
- T2

Market Research

Market research has revealed that no other company at present is using a slim rectangular glass bottle for packaging a health and wellness beverage (in a commercial sense). This provides a great marketing platform to launch the product, not to mention the magnetic lid concept.

USP: Unique Selling Proposition

Unique rectangular bottle and magnetic lid concept.



Competing Products



Product Packaging

Concept

The slim unique rectangular shaped bottle is based upon the slats used within a conventional bee hive and also the sophistication of male cologne bottles. This portrays a premium quality just by the shape of the bottle itself. To further enhance the initial point of sale focus, a magnetic lid concept will be incorporated, by inserting strong rare earth magnets into the lid. These magnets will attract to a metallic surface (i.e. standard wire shelving) leaving a significant gap underneath - to provide the illusion that they are suspended (stirring further customer intrigue at point of sale). Backed by clever eye catching artwork and the premium organic all natural energy boosting flavour inside.

Glass Bottle Specifications (estimated dimensions)

glass thickness:	1.5mm
fill point height:	30mm (from top of spout)
rated capacity:	250ml
spout diameter:	27mm/d x 15mm high
neck diameter:	25.6mm/d x 5mm high
closure:	standard with overcap
glass weight:	137.5g (55ml)
base thickness:	15ml
brimful capacity:	262.5ml
total volume:	317.5ml

Lid & Magnets

rare earth magnets:	10mm x 3mm x 3	5.7kg pull strength (1.9kg ea)
Neodymium Iron Boron (NdFeB)		
metallic lid: (plastic)	30mm x 30mm x 70mm	1.5mm thick
inner thread:	25.6mm/d	

Labelling

The bottle artwork will be directly baked onto the glass via Applied Ceramic Labelling (ACL).

Embossing

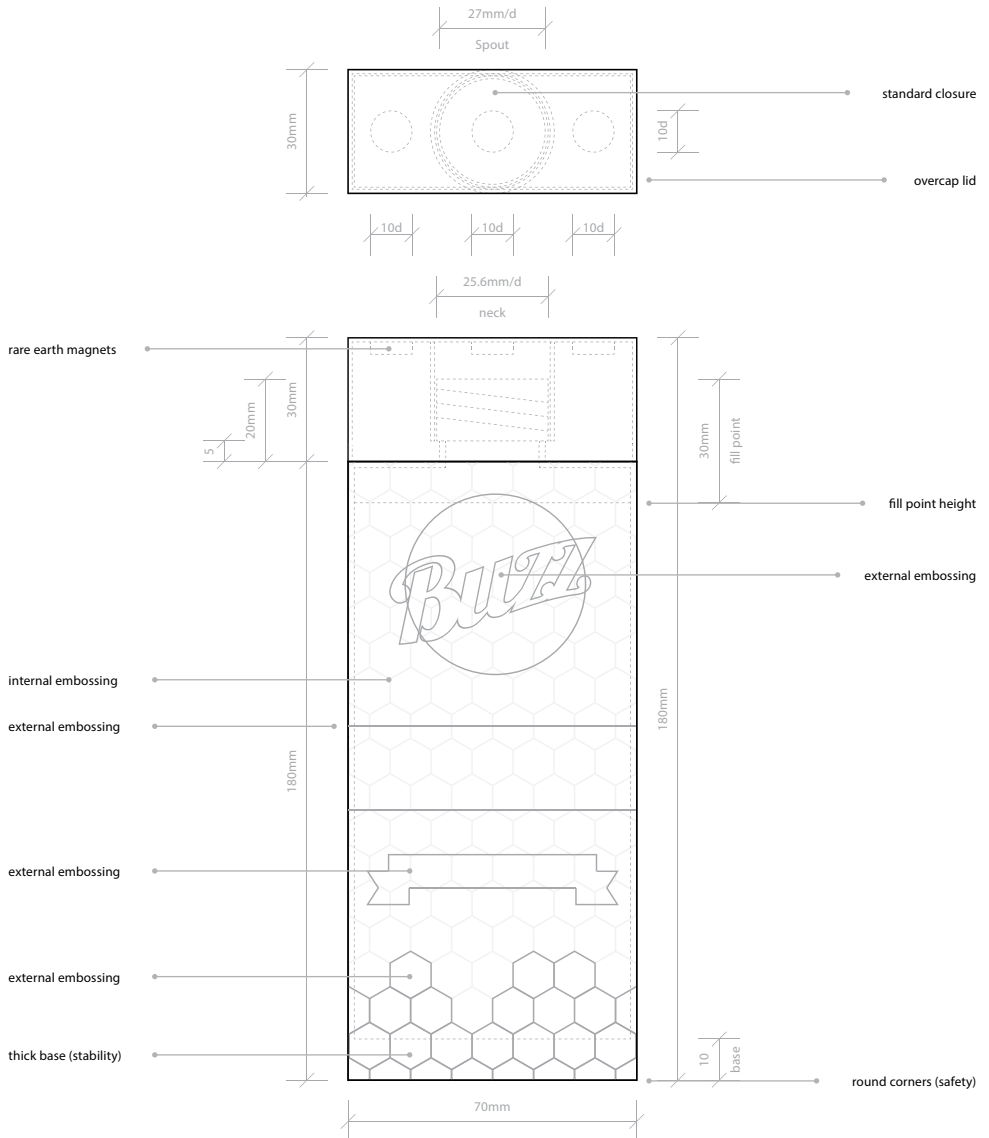
internal embossing: internal hexagonal pattern outline (add depth and extra dimension to the bottle).

external embossing: base hexagonal pattern outline, logo rim, belly wrap edges - primarily for gripping purposes (as if bottle was to remain smooth and flat, it may tend to slip out of one's hand).

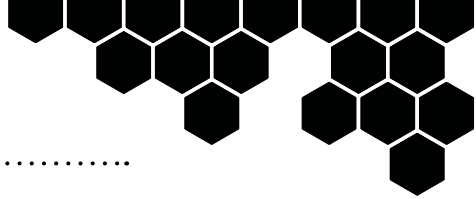




Material Dimensions



Design Specifications



Branding

The Buzz brand will be baked directly onto the glass substrate via Applied Ceramic Labelling (ACL). This eliminates label scuffing issues, improves filling line speeds, eliminates label waste and creates a high graphic/shelf impact. It also provides a raised letter effect for tactile interaction and grip.

Dimensions & Elements

front face:

70mm wide x 150mm high

Buzz logo, 250ml, wrap around banner, flavour, benefits banner, hexagonal pattern.

back face:

70mm wide x 150mm high

nutritional information, bar code, Australian Certified Organic logo, Australian Made logo, recycle logo, company details, copyright note, recycling note, hexagonal pattern.

side faces:

30mm wide x 150mm high x 2

Flavour, 250ml, hexagonal pattern, batch number and best before date.

tamper seal:

20mm wide x 240mm long

black strip with Buzz logos (future ranges different coloured strips for different flavours).

CMYK adhesive label



Suspended

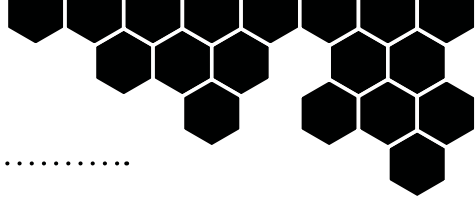
The rare earth magnets are very powerful (depending on the size, one can hold up to 6kg), therefore they will attract to most metal surfaces. Most retailers use wire rack shelving within their refrigerators (sometimes plastic coated), the strong rare earth magnets attract to them with ease. Snap on metal strips will also be provided with each batch, just in case there are no metallic surfaces to attract to.

Stackability

As they are slim and rectangular in shape, they take up less room throughout the entire distribution process (manufacture, bottling, transport, stacking, etc). They will be suspended where possible and in case there are no metal surfaces present, the bottles can be stacked as per normal and will take up less room than a conventional round bottle (allowing more to sit on the one shelf, to optimise space). The base of the bottles are quite thick which offers further stability when standing upright.



Security & Tamper



Lid Labels

Each bottle will have a thin tamper seal label placed over the lid. It will wrap up & over the metallic lid from side to side. This will work as tamper evidence, if the tamper seal is fully intact it guarantees the boutique all natural flavour is sealed inside.

For future flavour ranges the tamper seal will be coloured differently to identify each individual flavour, along with the wrap around brand. Grey tones will be used to comply with the ACL colour limitations.



Tamper Seal

- > CMYK adhesive label
- > separate colour for each flavour
- > grey tones





Environmental Considerations

Sustainability

iHEALTH Inc. are firm believers of sustainability and have strict processes to minimize their environmental impacts and carbon footprint.

glass bottles

100% recyclable glass bottles.

branding

The Buzz branding will be baked directly onto the bottle via Applied Ceramic Labelling, thus removing the need for unnecessary labels (except for the single tamper seal strip, which uses soya bean based inks).

rare earth magnets

Are fabricated from natural magnetic material, which is environmentally sound and sustainable.

metallic lids (plastic)

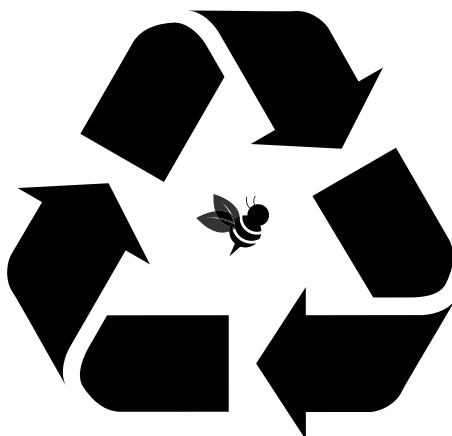
100% recyclable plastic, environmentally fabricated with a metallic finish.

Organic Quality

No pesticides are used in the growing of the tea leaves and collection of the honey, therefore further reducing the environmental impacts of the product.

Bottle Secondary Uses

- water bottles
- beverage bottles: wine, soft drink, etc.
- keep safe
- gift
- collector's item
- continual promotional display when empty
- ornamental displays
- fill with exotic sands (ornamental)
- fill with coloured rocks (ornamental)
- fill with tiny plants
- dried herbs or spices (kitchen)



Time Frame

Stage 1

Research: product, target audience, competitors.

Stage 2

Concept development: sketches, ideas, logo, fonts & artwork dimensions.

Stage 3

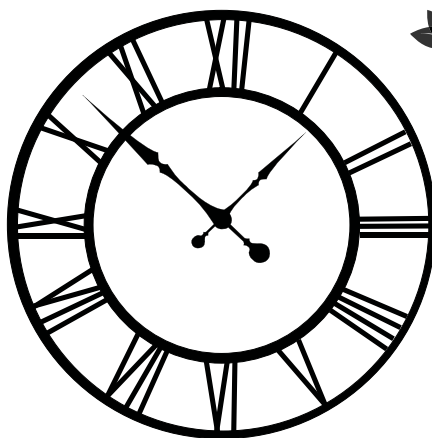
Artwork layout variations, colour variations & final adjustments.

Stage 4

Final layout, colour proof & physical mock up.

Stage 5

Present physical mock up & packaging rationale.



Budget & Costing

Per Unit

bottles:	\$ 0.50 per/bottle
ACL:	\$ 0.50 per/bottle
magnets:	\$ 0.25 per/magnet
lids:	\$ 0.30 per/lid
tamper seal label:	\$ 0.10 per/seal

TOTAL: \$ 1.65 per/unit

Per Minimum Run

minimum run: 5,000

TOTAL: \$ 8,250.00



estimated budget: prices estimated for rationale purposes only.



Manufacture & Distribution

Manufacture

iHEALTH Inc. has chosen O-I for the manufacture of it's unique Buzz rectangular bottle, as they have the facilities and technology to create this unique style bottle. The bottle complies with O-I's manufacturing 'Blow & Blow' process, the standard neck size of 25.6mm and O-I also has the ability to bake the Buzz artwork directly onto the glass bottle via (ACL). O-I can also apply a combination of both external and internal embossing.

Bottling

Once the unique bottles are manufactured, they will be shipped to the bottling company to be filled. Once the bottles have been filled and sealed with the magnetic lids, the tamper seal label will be applied last.

Pre-Transit

units per carton:	25
cartons per pallet:	20
units per pallet:	500

Transport & Distribution

Once the ready to sell Buzz bottles are securely packaged for transport, they will be shipped and distributed to their respective retail outlets. Potential Retailers: high end cafés, health & wellness food & beverage suppliers, organic wholesalers, exclusive restaurants, boutique deli's and major supermarkets.

"We can make a square bottle - I would suggest that it will use the Blow and Blow process because it will handle the complexity of the square shape (add curves to blend it in at the heel).

The size of the opening depends on the closure you are choosing, this bottle uses an "overcap" which fits over the standard closure to give it the square shape. 25.6 is about the smallest closure size available in the market. You can probably find smaller specialty closures, but that is what all the drink manufacturers use.

You can apply a combination of internal and external embossing. We use applied ceramic labelling, these labels are almost impossible to scuff off as they are baked on."

Stephen Wallace
Product Designer
O-I Glass



Mandatory Requirements

NUTRITION INFORMATION			
Servings per package: 1		Serving size: 250mL	
Ave. Quantity	per Serving	%DI*	per 100mL
Energy	571kJ 137Cal	7	114kJ 27Cal
Protein	Less than 1g	2	Less than 1g
Fat, total	Less than 1g	1	Less than 1g
- Saturated	0g	0	0
Carbohydrates	33g	10	6.5g
- Sugars	33g	36	6.5g
Sodium	55mg	2	10.9mg
Tea Antioxidants	100mg		20mg
*% Daily intake per serve is based on an average adult diet of 8700kJ. Your daily intake may be higher or lower depending on your energy needs. Australian made.			
Contains: spring water (33%), fructose, wild manuka honey (5%), organic black tea (10%), antioxidant (300).			
Store in a cool dry place. Shake well before use, serve chilled. Refrigerate after opening. Best before see side.			

nutrition information panel

daily intake

ingredients

storage note



mandatory logos

> bar code

> Australian Certified Organic

> Australian Made

> recycle symbol

10c refund at collection depots when sold in S.A. & N.T.
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 iHEALTH Inc. Australian Owned & Operated
 166 Technology Dr. Sunshine Coast QLD 4551 Australia
 Toll Free: 1800 639 639 Web: www.ihealth.com.au

recycle refund & copyright

company details



company logo

side of bottle:

> batch #

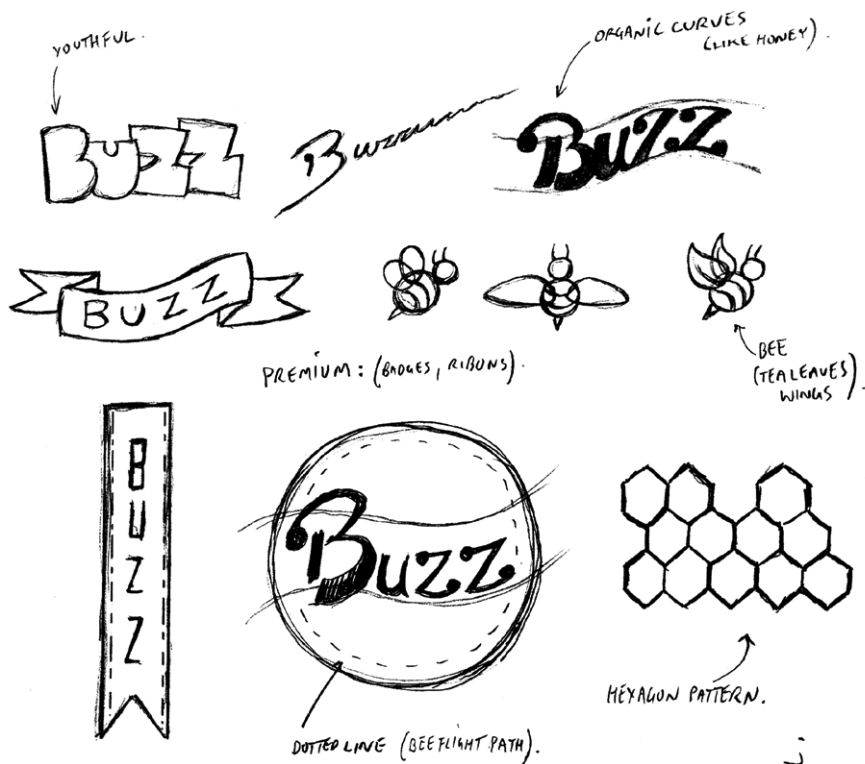
> best before date

Concept & Development

Design Influences

honey: honeycomb, hexagons, bees, rich amber colour, dotted line (bee flying trail), flowing curves, viscous, colours: black & amber, stripes, bee stinger, honey drop, bee hive, bee hive slats.

tea: nature, green tones, flowing fields, tea leaves (fresh and dried), harmony & balance, organic lines.



* ENERGY BOOSTER. (ALL NATURAL).

“Get your Buzz on...”

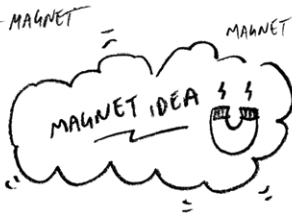
TAGLINE.

ORGANIC, YOUTHFUL.



BOTTLES:

①. TEST TUBE.



LIKE A MONEY
DROP.

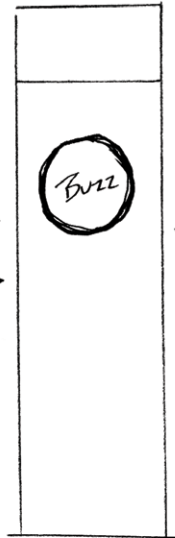
SIMILAR
TO TEST TUBE.

LONG + THIN.

ROUND BASE.

X CAN NOT BE MANUFACTURED,
(NEED FLAT BASE).

②. SLIM CYLINDER

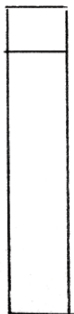


VOSS
BOTTLE
FOR MOCK UP.
(TOO TALL).

X

③.

MAGNET. (ATTRACT TO WIRE SHELVING).



SLIM RECTANGLE.

* TAKE UP LESS ROOM.

* LIKE COLOGNE BOTTLE.

* PREMIUM.

* MOCK UP: PERSPEX.



WINNER!!!

Logo & Logotype

Logo



Fonts

Lobster

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lobster is an organic flowing type face, which has a youthful character. It's rounded ends help represent the viscous consistency of honey.

Aldo

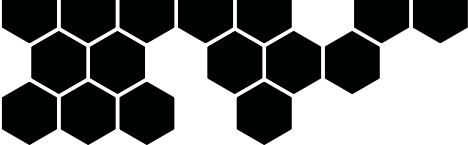
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aldo keeps in with the youthful character and also follows along the diagonal lines made by the hexagon shapes used on the labels.

The Bee

To help strengthen the overall honey theme, a stylised bee graphical element was incorporated. To enforce the all natural infusion of honey and tea - the wings of the bee are in fact tea leaves. The round dotted line was another representative element to reflect the flight path of a bee.





Colour Theory

Amber

Amber is the natural colour of both tea and honey in its liquid form. The different flavours and strengths determine the richness of the amber inside each bottle. Amber portrays excitement and energy as well as calmness and intimacy, which reflects nicely with the infusion and balance of honey and tea.

Black



Black expresses sophistication, elegance, a premium and technical colour for fine detail. Black stands out against the rich amber colour of the actual beverage itself. Black also helps colours stand out, to further enhance the beverage.

White



White reflects elegance, purity and limitless potential. White against black offers the highest level of contrast, therefore it is used to highlight the branding so it stands out against the richness of the amber liquid.

Applied Ceramic Labelling

As the artwork is to be applied using Applied Ceramic Labelling, there are several legal and environmental restrictions on it's usage. The intentional use of bright colours is prohibited (such as red, yellow, orange and green) that contain heavy metals (such as lead, chromium, cadmium and mercury). Furthermore, transparent colours are unavailable, hence the use of black & white as the main colours and grey tones for future flavours.

"Excitement, Energy, Calmness, Intimacy . . ."

Final Artwork

NUTRITION INFORMATION			
Servings per package: 1		Serving size: 250mL	
Ave. Quantity	per Serving	%DI*	per 100mL
Energy	571kJ	7	114kJ
	137Cal	7	27Cal
Protein	Less than 1g	2	Less than 1g
Fat, total	Less than 1g	1	Less than 1g
- Saturated	0g	0	0
Carbohydrates	33g	10	6.5g
- Sugars	33g	36	6.5g
Sodium	55mg	2	10.9mg
Tea Antioxidants	100mg		20mg

*% Daily intake per serve is based on an average adult diet of 8700kJ. Your daily intake may be higher or lower depending on your energy needs. Australian made.

Contains: spring water (33%), fructose, wild manuka honey (5%), organic black tea (10%), antioxidant (300).

Store in a cool dry place. Shake well before use, serve chilled. Refrigerate after opening. Best before see side.



Get Your Buzz On



28066 91644



ORGANIC BLACK TEA

wild manuka honey

ORGANIC BLACK TEA

wild manuka honey

ORGANIC BLACK TEA

wild manuka honey

10c refund at collection depots when sold in S.A. & N.T.

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166 Technology Dr. Sunshine Coast QLD 4551 Australia

Toll Free: 1800 639 639 Web: www.ihealth.com.au



Best Before: 25-07-15

250ml

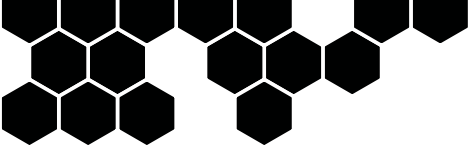
"Energizing 'Infusion'"

250ml

Batch: # 19876-52236

250ml





Physical Mock-up





mock-up may vary to rationale dimensions due to available materials



Future Ideas

4 Pack

Once the Buzz brand has been released, a future 4 pack will be introduced into the market. They will be sold as four of the same flavour or a selection of all four boutique flavours. It will be packaged using recycled card and a full vertical wrap around band, which will act as both the security seal and handle mechanism.

Promotion Pack

A thin metal frame will be supplied with each pallet, which can house up to 4 bottles for promotional display. The bottles will attract to the top of the metal frame, providing the illusion that they are suspended. The retailer has the option to display the promo pack at point of sale or at the counter.

limited edition 4 pack: will include the metal frame and 4 Buzz flavours, for the hardcore Buzz drinker.





Evaluation & Justification

The Bottle

The rectangular glass bottle was chosen for its relationship with bee hive slats and the sophistication of premium male cologne bottles. It also takes up less room than a standard round bottle, allowing for great stackability and optimising maximum space throughout the entire manufacture and distribution process. Its shape and glass composition promote premium quality, a healthy package option, which is 100% recyclable and sustainable.

The Brand

The overall Buzz brand encompasses the set theme: premium, organic, natural, hip & youthful. The name "Buzz" along with the tag line "*Get your Buzz on...*" act together as a vehicle to promote a hip and youthful feel. The overall design pays homage and respect to the infusion of both honey and tea in a humble and modern day approach. The tone of the artwork follows along the organic natural lines and flowing curves of both tea leaves and the viscous consistency of honey.

The Brief

All aspects of the brief have been taken into consideration and met. The bottle is a single serve for a health and wellness beverage, between 250ml & 375ml. All aspects of the manufacturing process have been well researched, the bottle can be made using the "*Blow and Blow*" manufacturing technique, with a standard neck size of 25.6mm, an overcap closure (to cater for a square fit) and the use of Applied Ceramic Labelling. Each step has been considered with stability and safety firmly in mind. All mandatory information has been well researched and applied in a readable and balanced fashion. The utilisation of internal and external embossing has been incorporated for both aesthetic and practical means (grip).

The Magnets

The magnetic idea immortalises the entire project. Viable in theory and works practically, attracting to the wire shelving used at point of sale. Plus the suspended illusion provides a great talking point when seen & used.

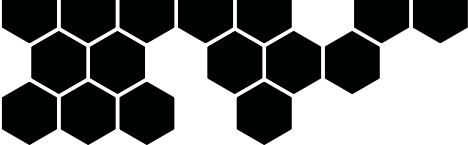
The Conclusion

The ideal target market for this brand will love the concept - as the product is of the highest premium quality. The packaging is both eye catching and engaging and the overall theme is unique & innovative.



"Get your Buzz on . . ."





.....

Buzz™
proudly brought to you by
iHEALTH Inc.

.....



.....

E08003

.....





..... www.buzznaturalenergy.com

