



JADE MONK®



VARIETY PACK

CHAI SPICE PALAU PEACH CRANBERRY BLOOD ORANGE LIME BLOSSOM

12 - .21 OZ PACKETS NET WT 2.58 OZ



DO NO

By Robert Lerose

HARM

Jade Monk's edgy packaging for its tea powders combines ancient myths with modern eco-friendly design.

Capturing the notoriously fickle attention of buyers and shoppers is an inevitable problem for any product striving to distinguish itself. When you straddle more than one category and insist that every part in your supply chain—ingredients, design, packaging and printing—is handled in a socially responsible way, the challenge is magnified.

Enter Jade Monk, a new contender poised to upend the tea, energy drink and functional beverage departments. It's the brainchild of two Austin, TX-based entrepreneurs with a passion for maximizing the health and wellness of consumers and minimizing the impact of their packaging on the environment.

Cott Bucher and Derek Pippin spent nearly four years developing the product and packaging. "We didn't want to sacrifice or compromise quality for just throwing a product out on the market," Bucher says. Pippin notes: "We wanted a product that we can consume multiple times a day without worrying that we're consuming chemicals or something that

would adversely affect our health. Low sugar, absolutely no chemicals, no synthetics—nothing in it that you won't be able to pronounce."

The result: An instant, powdered matcha green tea carefully derived from slowly grounding the whole tea leaf and then enhancing it with polyphenols, a powerful amino acid and natural sweeteners. Jade Monk matcha tea also has eco-friendly packaging.

Jade Monk's cartons are produced by a 100% carbon-neutral supplier, which also has strong finishing capabilities. For example, the die-cut around the monk's head has only a 0.125 in. tolerance.

Moxie Sozo dramatized the Jade Monk story by creating a design based on a sociological theory that humans are wired to interact with faces, eyes and mouths

Bringing the drama

Bucher and Pippin were determined to develop packaging as revolutionary as the formulation. Moxie Sozo dramatized the Jade Monk story by creating a design based on a sociological theory



Bright inks, greens and oranges complement the edgy character drawings.

that humans are wired to interact with faces, eyes and mouths.

But it couldn't be just any face. "We see faces all the time, but after awhile you become de-sensitized," says Leif Steiner, principal and creative director at Moxie Sozo. "If it was a normal face on these packages, you might see it, but you wouldn't necessarily engage with it. It wouldn't actually move the needle on your emotional radar."

Senior designer Charles Bloom drew on characters from Japanese folklore to give each flavor of Jade Monk its own identity. An antioxidant-rich matcha was the choice of beverage for Zen monks and the nonpareil Japanese samurai. Bloom and Steiner tweaked the mytho-

logical faces to be less frightening. They still wanted the characters to look friendly with just a touch of menace to stop consumers in a busy aisle.

Bloom used a Tanuki character—a type of raccoon dog—for the Chai Spice tea. A member of the Tengu, dangerous spirit-animals that evolved into more benevolent allies of humans, appears on the Cranberry Orange tea's box.

There's also an element of the prankster in these characters as well as a narrative in each of the scenes. A nine-tailed Kitsune fox represents the Lime Blossom flavor, and the Palau Peach tea recounts the story of a boy found in a peach pit who defeated an ogre aided by a monkey, dog and pheasant.

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Bloom's overall design subtly embodies the modern and the traditional—a kind of East meets West sensibility. He chose an angled Brothers Emigre font as the main typeface because of its jagged-edge and modified other typefaces on the packaging. "If you look at the flavor names, I add an unusual drop there," he says. "I added a hatching and made it look slightly embossed. I wanted a nice sturdy typeface, but I still wanted the characters to shine."

Powered by the wind

As a 100% carbon neutral, renewable-energy powered design agency, Moxie Sozo lives up to Bucher and Pippin's sustainability ethos. So does Johnson



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Printing and Packaging, which prints the 100% recyclable carton. The carbon-neutral printer manufactures the cartons, which hold 12 0.21-oz tea packets, using wind power.

Johnson uses 0.018 SBS-C1S paper with a printing surface perfect for rendering the complex designs cleanly. Plant-based inks, which are more environmentally friendly than petroleum-based inks and have low volatile organic compounds, are used. The cartons are printed using offset technology on a seven-color KBA press.

Overnight Labels, which also offers environmentally friendly options, made the tea packets. An eight-color Aquaflex flexo press with UV capabilities prints a very demanding design on the paper/poly/foil/poly laminated pouching material.

"It had full saturation," says Diane Pannizzo, sales, Overnight Labels. "A lot of the ink coverage went all the way from highlights to dropping out to zero." Overnight uses water-based inks and a varnish to seal in the ink.

With its vibrant colors and edgy characters, Jade Monk's primary and

Each individual flavor packet of Jade Monk matcha tea powder is represented by a fearless character.



secondary packaging is the antithesis of the earth tones and nature scenes generally found in tea packaging. The distinct design gives this startup strong shelf impact that stands out on shelf and a brand presence that still belongs. "Packaging is everything," says Bucher.

"We have a product and a package that can stand side-by-side with any of the big boys." PD

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