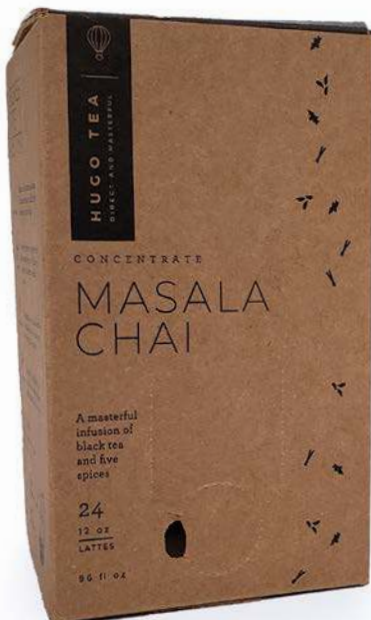


THE BACKGROUND

When Hugo Tea first approached us, they were using plastic jugs inside of boxes to hold their tea. Utilizing bags instead of jugs would save large amounts of space and money, but this presented its own challenges in regards to the box design. We knew that the boxes would need to be perfectly sized in order to prevent the bags from bursting when dropped, so we set out to do just that.

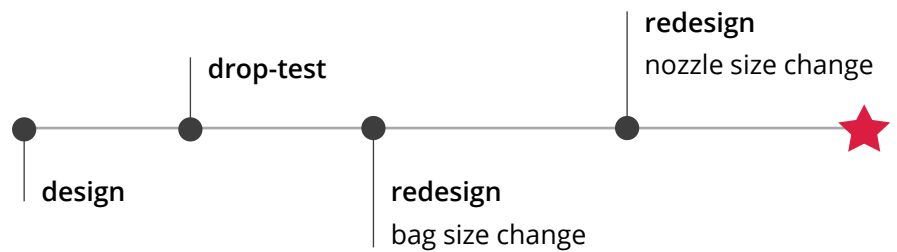


THE SOLUTION

The perfect box for Hugo Tea needed to be deep enough to hold the tea bag, but not so deep that it wasn't properly supported when dropped. In order to find this perfect depth, we performed drop-tests, until we found a design that protected the tea from drops every time.

When the bag sizes were later changed, we knew that the box style we created would no longer provide the optimum protection. So we redesigned and retested to ensure that Hugo Tea would still have perfect-fit boxes. Later, the nozzle size of the bag also changed, so we readjusted the nozzle opening to accommodate this new size.

The end result? A box that evolved along with the product, ensuring Hugo Tea's box was always the perfect fit for them.



BEGIN YOUR JOURNEY WITH US

Contact us today to set up a free design consultation!



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