

Hansen Beverages new RTD natural real teas



Hansen's new variety of premium ready to drink teas has just been introduced to the public. Inside every bottle of Hansen's Natural Tea, Each bottle of tea is lightly sweetened with pure cane sugar and contains 75 mg of EGCG (Epigallocatechin Gallate), a natural and powerful antioxidant. Hansen's Natural Teas are certified kosher and contain no preservatives, no gmo's, no gluten, no artificial colors or flavors.

Flowdesign of Detroit developed the entire image of this new product line. We developed a custom stamp design that calls out each flavor SKU along with the 75 mg of EGCC and a "made from nature" logo. These basic elements are carried across six flavors to help in brand consistency. The label background is graphically designed with a colored parchment paper to give it a natural authentic look. Finally, keeping with the products "Natural Tea" theme, we customized real fruit and tea leaves art for each flavor. "Overall we feel that the brand image looks premium and pops off the shelf with its clean design and vibrant colors" says Dan Matauch, Principal of Flowdesign.

Flowdesign
248-349-7250
info@flow-design.com
www.flow-design.com