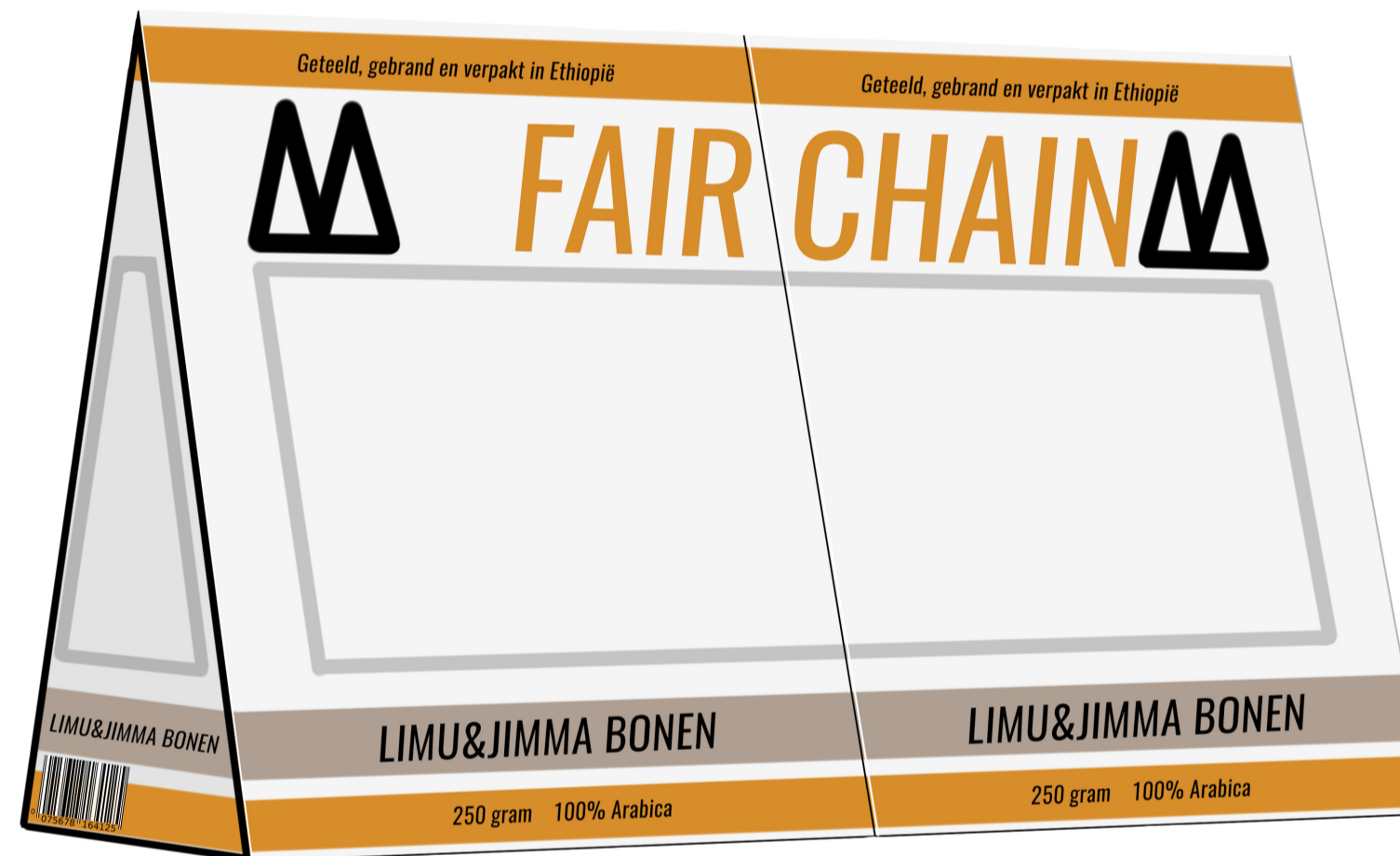
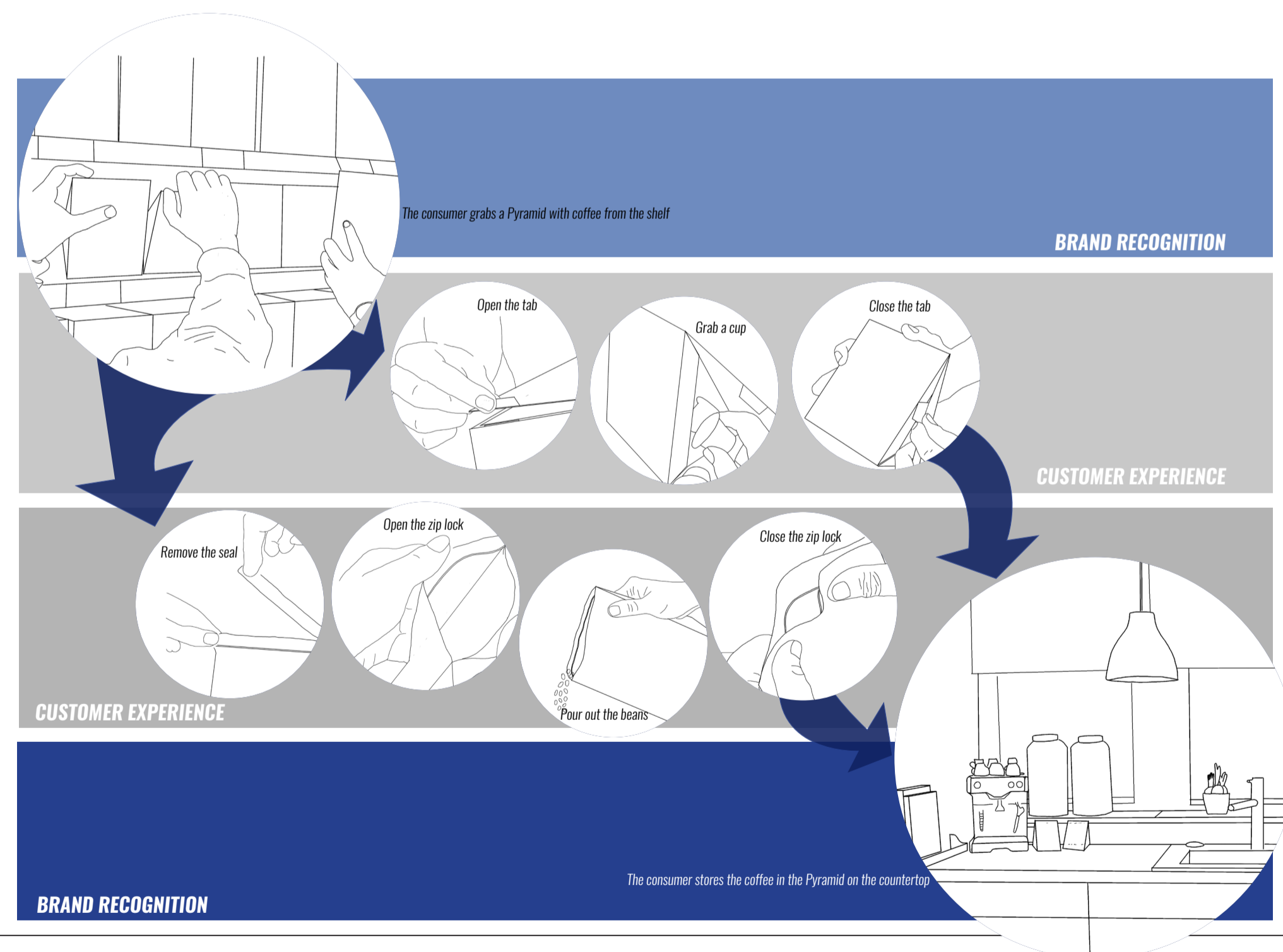


Moyee Coffee B.V. is a young company that sells specialty FairChain coffee in the Netherlands. This coffee is produced from Ethiopian coffee beans and available in beans, ground coffee and cups. They currently use mainly online channels. To expand sales of beans and cups to large offline retail channels a new packaging is needed. In order to close the FairChain loop, this packaging should be filled in Ethiopia.

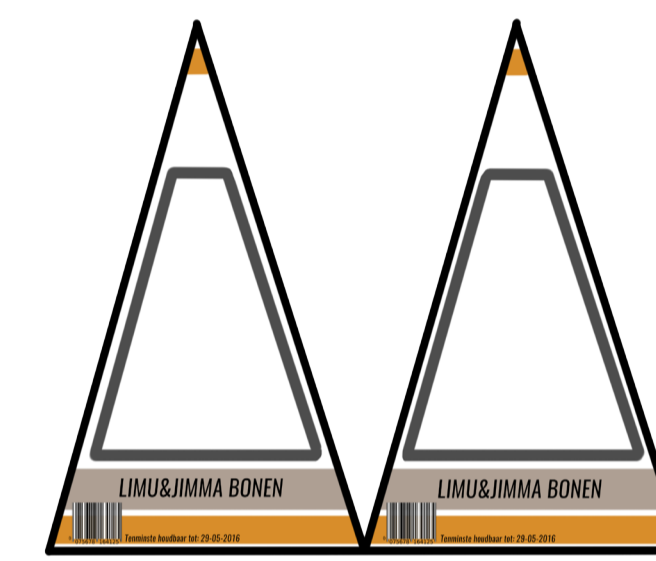
# MOYEE ISN'T JUST ABOUT THE INSIDE

## PACKAGING DESIGN FOR A FAIRCHAIN BRAND

The Pyramid package is a triangular shaped bag for beans and a similar shaped cardboard box for the cups. This package is enclosable due to its zip lock closure, it is made of bio based and (industrial) compostable materials and it creates a block on the shelf due to the story that is spread over two facings.



Brand story spread over two facings of the Pyramid package.



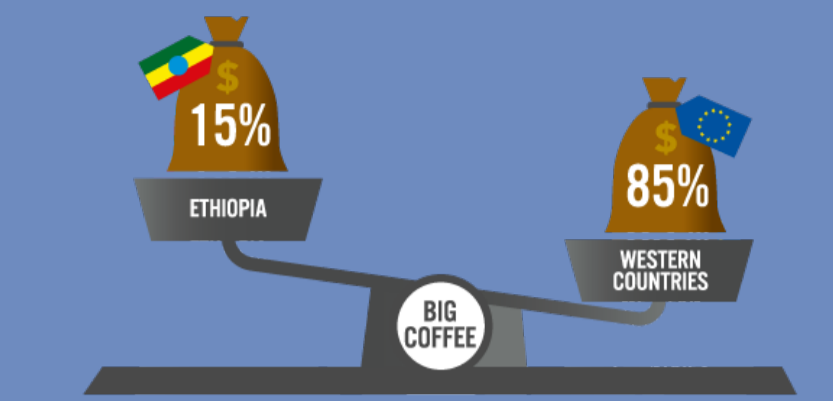
Two Pyramid designs next to each other form the logo.

The customer journey of a consumer doing groceries contains online and offline touch points with brands. These touch points should compliment each other instead of copying. Social media channels like Pinterest, Facebook and Instagram are often used just before consumers visit the supermarket so these should be used to create the whole customer journey.

Pauline Simons  
Packaging design for a FairChain brand  
24 July 2015  
Master Strategic Product Design

**Committee** Prof. dr. H.J. Hultink (TU Delft)  
Dr. P. Cankurtaran (TU Delft)  
P.H. Zijtveld MSc (Moyee Coffee B.V.)  
**Company** Moyee Coffee B.V.

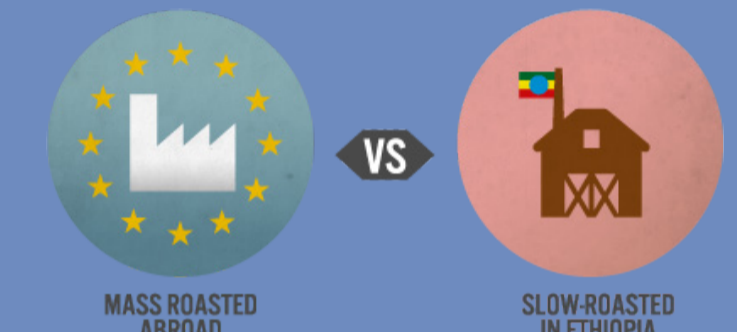
### WHAT IS FAIRCHAIN?



1. The coffee industry is very unbalanced.



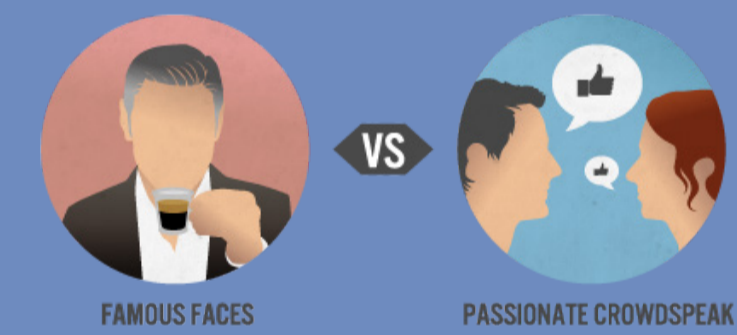
2. The BIG COFFEES use cheap green coffee beans for their coffees, Moyee Coffee use speciality coffee beans.



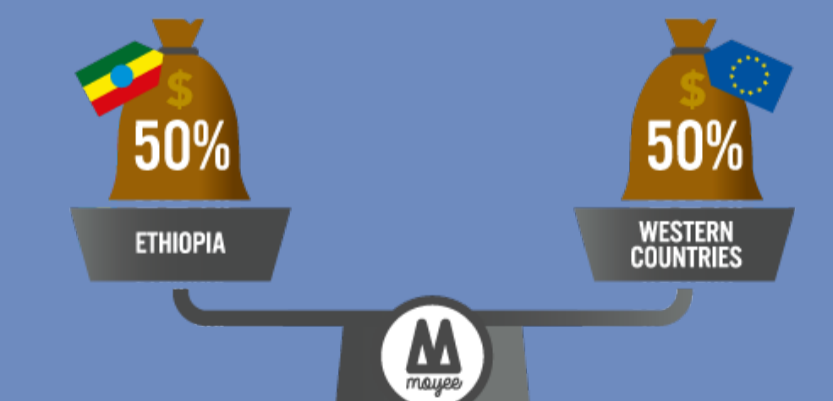
3. The BIG COFFEES buy the coffee beans and roast them in Europe or USA, while Moyee adds value to the coffee beans by roasting them in the country of origin.



4. Due to the BIG COFFEES the producing countries of coffee beans still need development aid, while Moyee tries to make those countries self supporting.



5. Instead of famous faces, Moyee uses a referral mechanism based on word-of-mouth (called crowdspeak) to spread the word. It does not have a large budget for promotion.



6. Moyee aims at a balanced coffee industry between producing and consuming countries.

