Personalised Tea boxes

Decision matrix, preliminary checks and a briefing form to complete before ordering.

1. Identify how the tea will be used

Start with the recipient's experience: the quantity and packaging must suit how the tea will be prepared and distributed.

Situation	Option to consider	Question to clarify
Hotel room or welcome kit	Single or double serving	Can the guest prepare the drink without extra accessories?
Meeting room / break area	Box of 12 or 20 tea bags	How many people will use the station, and how often?
Trade fair or conference	Single tea bag	Will the tea be handed out alone or with other gifts?
Spa or tasting session	Loose-leaf tea in a pouch or carton	Are infusers, cups and a serving area available?
Gift for clients and partners	Carton, tin or gift box	How important is presentation compared with easy preparation?

2. Put together a core selection

If you plan to offer several varieties, choose clearly distinct flavour profiles and check which blend is actually available in your selected format.

Profile	Examples available in the category	Suggested use
Traditional	Earl Grey, green tea	Core selection for a varied audience
Citrus / floral	Lemon green tea; orange and flower blends	Second option to broaden the range
Fruity / seasonal	Forest fruits, winter forest fruits	For gift packaging and themed campaigns

3. Check customisation for your chosen product

Method	Benefit to consider	What to check
Digital	Full-colour artwork, images and gradients	Printable area for the specific format
Full-colour label	Artwork printed on a label applied to packaging	Label size and shape
Flexographic	Applied using a flexible printing plate	Material compatibility and order quantity
Pad printing	Simple logos in a few colours	Size and location of the print area

Printing methods and minimum quantities are not interchangeable across all products. Check the options on the relevant product page.

Prepare a complete request

Complete the following details to compare options, request artwork or evaluate a sample without missing important information.

4. Checklist before making your final choice

OK	Check	Information to record
[ ]	Define recipients and distribution context	_____
[ ]	Decide between ready-portioned and loose-leaf tea	_____
[ ]	Estimate number of servings and/or packs	_____
[ ]	Check availability of brewing accessories	_____
[ ]	Select the desired flavour or assortment	_____
[ ]	Check material, shape and customisation area	_____
[ ]	Prepare logo and printing instructions	_____
[ ]	Check minimum order and sample availability	_____
[ ]	Check best-before date on the product page	_____

5. Brief for commercial and artwork requests

Complete this form and send it with your logo so that different proposals can be compared.

Item	Details / choice
Company / campaign	_____
Recipients / delivery method	_____
Format / estimated quantity	_____
Flavour or flavour mix	_____
Preferred material / packaging	_____
Logo, colours and artwork files	_____
Print position and area	_____
Sample requested / checked	_____
Notes and constraints to check	_____

6. References to complete the project

Personalised Tea boxes • Personalised Mugs • Personalised Biscuits

Personalised Chocolates • Custom Sweets • Further reading about tea

Note: confirm formats, print options, samples and best-before dates for the individual product before ordering.