



## CLIENT NEED...

The client Melis Natural Product approached us to design a new packaging for an innovative honey product. It was important to reflect the luxury, naturalness and grandeur honey on the packaging. We focused to design a honey packaging with the following characteristics:

- Sophisticated graphics
- Luxury label
- Ergonomic design
- Demonstration of honey and mastic characteristics
- Brand to engage the audience

Designing a precious product such as this honey, it was a great collaboration because we elevated a luxury product with much more benefits than expected.

## INDUSTRY

The honey bee is one of the most important insects for humankind. Very few other species are as mutually beneficial to each other as humans and honey bees.

In 2019, there were about 90 million beehives in the world, up from about 80 million beehives in 2010. The global production volume of honey peaked in 2015 at about 1.87 million metric tons and has since decreased to about 1.85 million metric tons. The global honey market was valued about eight billion U.S. dollars in 2020.

## OUR INNOVATION

We conducted a series of desktop research, design research, user studies etc. to monitor the market behaviors.

Creating a personality for this product was important. We realized that we have a precious natural product with character and story.

We focused on the honey background in order to reflect it on the brand and the packaging. Our design works brought us to the next level keeping a strong logo with delicate and minimal lines. Our focus was to create a high level honey packaging, reflecting:

- The story behind the product
- The benefits
- Collectiveness of the future products with innovative flavors
- Delicate aroma
- Competitive character



As an **innovation consultancy**, we did the followings:

- market research and competition
- brainstorming
- 25 ideas
- 15 concepts
- 5 packaging designs



## WE AT ORANGE-CIRCLE

We design a delicate product with a luxurious character creating a innovative honey collection with great flavors such as mastic, thyme, cinnamon etc.

As a design and innovation consultancy, we care to design a product equipped with confidence, high quality, aesthetic and accessible for the consumers.

## CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

## BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

## LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

CONTACT US  
Email : [info@orange-circle.com](mailto:info@orange-circle.com)  
Web: [www.orange-circle.com](http://www.orange-circle.com)

The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)