

# COFFEE PACKAGING DESIGN

Coffee packaging design is a critical element in the coffee supply chain, serving both functional and marketing purposes. It must protect the coffee beans from moisture, oxygen, and light, which can lead to staling and loss of flavor. Additionally, it acts as a primary point of contact with the consumer, conveying the brand's identity, the coffee's origin, and its quality. Effective packaging design for coffee involves a combination of material science, aesthetics, and user experience, ensuring that the product remains fresh and appealing from the farm to the cup.

Over the past 13 years, the coffee packaging market has seen significant innovation and growth. Designers are increasingly using sustainable materials, such as biodegradable plastics and recycled paper, to appeal to environmentally conscious consumers. The rise of direct-to-consumer models has also led to more personalized and branded packaging options. Furthermore, the integration of smart packaging features, like QR codes and freshness indicators, has become a trend. The overall goal is to create packaging that not only protects the coffee but also enhances the consumer's experience and loyalty.

# COFFEE PACKAGING TYPES







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How to measure side gusset bag  
The side gusset bag is a type of bag that has a gusset on the side. The gusset is a piece of material that is attached to the side of the bag. The gusset is used to increase the volume of the bag. The gusset is made of a material that is stronger than the main material of the bag. The gusset is attached to the side of the bag by stitching or welding. The gusset is used to increase the volume of the bag. The gusset is made of a material that is stronger than the main material of the bag. The gusset is attached to the side of the bag by stitching or welding. The gusset is used to increase the volume of the bag.

## How To Measure Side Gusset Bag

Example : 4 inch x 7 inch x 5 inch  
Total Width = 4 inch  
Total Height = 7 inch  
Side Gusset : (2.5+2.5) 5 inch

- A** Front Side
- B** Bottom Seal Area
- C** Side Gusset
- D** Top Open
- E** Back Side
- F** Central Seal Area

