

# TEA FOR YOU

## Digital is the Right Brew for the Finest Teas

### IN THE DARJEELING AND ASSAM REGIONS OF INDIA,

on the breathtaking Himalayan foothills, there is a vast, deep green agrarian landscape. It is where people have always embraced and protected the earth; where attention to detail and finely honed processes matter, for they can turn the fortunes of each harvest.

In this beautiful country, on 15,000 acres that support 25,000 people, a family has cultivated fair trade, organic, and biodynamic grown tea for 150 years. In 2005, family members Shashank and Sumita Goel set out to diversify their business from only supplying their refined teas to exclusive retailers like Harrod's of England, to growing their own brand. The Goels brought their wonderful family tea and story to Chicago, where after a personal brand steeping process of sorts, they brewed up the name Ineeka. Today Ineeka fine teas can be found nationally via selected retailers such as Whole Foods.

Upon founding Ineeka, the challenge was to present and package more than simply tea. The Goel's needed a vehicle to display the beauty of their land, communicate their philosophy of care and the importance of details, and to protect their delicate and trademarked "Brew-Taché" whole leaf delivery system.

As it happens, the Goel's have graphic design skills as well as good taste. They created a uniquely embossed "tin" container but were challenged with displaying graphics and content. "We wanted the design to project the imagery as naturally as possible; retaining the photographic quality while not appearing like a label," Shashank Goel explains. "We also wanted to reduce waste in the printing process."

After research, the Goel's found their "no-label" look using clear BOPP label material. They discovered their high-fidelity, low-waste printing requirement was best delivered via HP Indigo printing technology. Though the clear label revealed the unique matte silver tin, it presented challenges for traditional printing methods. Shashank remembers it well, stating, "After much testing, it became evident that while we were pushing



the boundaries of label printing with our photography, small type, and illustrations, Indigo was the right technology."

Stephanie Mickelson, Ineeka's label representative since the beginning, agrees: "The Ineeka labels are extremely challenging to print. Maintaining the integrity of Sumita's beautiful photography, the exquisite detail of her diagrams, and her need for small font sizes, requires Indigo printing—printing without trapping." The need for variable data, brand security elements, reduced order sizes (to reduce inventory/obsolescence), and eco-requirements like Forest Stewardship Council (FSC) and Rainforest Alliance also draw brands to HP Indigo label printing.

Though the Ineeka brand offers many varieties of tea, each with unique and challenging graphic designs, label printing setup waste is minimized by the HP Indigo's quick registration and color calibration capability. Within less than 20 feet of material, Stephanie reports that the typical order is approved for printing. Maybe Ineeka and Indigo are indeed, a match made in Shangri la.

*Visit [www.ineeka.com](http://www.ineeka.com) to see all of Ineeka's labels plus images from their family farms. Visit [www.collotypedigitallabels.com](http://www.collotypedigitallabels.com), for more on Collotype Label, makers of digital food, beverage, nutraceutical, and personal care and labels via HP Indigo and multiple conventional label printing technologies. Collotype Label and their clients often select HP Indigo as the platform of choice for print testing, prototyping, product launches, and ongoing production.*