



« [Back](#) | [Print](#)

Tripping with crafted coffee can

Silver Joe's Coffee links with AIRSTREAM MOTOR COACHES via a sleek, silvery can that inv sipping on the road.

Bernard Abrams, Contributing Editor -- Packaging Digest, 12/1/2007



What a long, strange trip it has been. To traveling coffee lovers, at the rainbow's end, the pot of gold is really a sleek, silvery c

Connecting visually, emotionally and viscerally, the departure from the common round can could help Silver Joe's Coffee Cor marketing map with a can that also forges a new link as the official coffee of DNR Airstream, Jackson Center, OH, marketer c coaches.

And all this before the first completed trade package of Silver Joe's® coffee is shipped. That's supposed to have happened la

For Silver Joe's, the slogan, "taste the adventure" is more than a theme. Since its agreement with DNR Airstream, it has beer gusseted bags, while traveling to events where outfitters and related businesses and some consumers who take their overlau coffees.

Meanwhile, the new can has also been traveling to those events since the summer, creating an instant icon aimed at setting ; on that further along.

The can itself, seen from above, seems like an exclamation point that lost its dot and went off its diet. It's a "streamlined teard Clement, brand development director of **C3 Brandworks** (www.c3brandworks.com) and a partner in Silver Joe's.

The start of can shipments appears to be simply the next phase in a conceptual continuum that began several years ago, Cle now, his identity system was starting to evolve.

Its first appearance is on the 12-oz bag from **Pacific Bag, Inc.** (www.pacificbag.com) for whole beans resulting from the ag logotype containing the Silver Joe's signature script, an idealized travel trailer and the suggestion of a coffee cup with a plum intertwined. These graphics are framed in studded, satin-silver finish that recalls riveted seams in a travel trailer. Then there's

"When I first started on this system," Clement recalls, "I knew Silver Joe's was using premium, 100-percent Arabica beans, ar that had a premium look and built-in expectations for quality." So from several perspectives, the two packages evolved with ic

Early on, too, Clement's sketches for the can tend toward the teardrop configuration, becoming malleable as the 3D possibilit consideration for performance, cost and other reasons.

"The teardrop shape came as the idealization of the travel trailer body captured me," he says. "When my son, Fischer, and I t paperboard, I felt the possibilities in my hands."

The one direction that changes during this phase is the identification graphics factor. "Originally, I was thinking in terms of pag explains. "Then I asked myself: What about metal? Why not direct printing?"

With the dawning of 2007 came the first pieces of the can from **Planet Canit** (www.planetcanit.com), which also produces ti conforming friction-fit lid. From the beginning, the streaming structure worked.

The silvery material is not the anticipated aluminum. It is 25-ga tinplate steel. It is satin-finished and deeply embossed with th intertwined elements of the logotype. The Silver Joe's component is printed in red, the coffee cup in a café latte color and the idealized travel trailer shows through as a bright silver. Planet Canit prints the can via four-color-process lithography plus one and an overall varnish post-printing.

On the line, it feeds smoothly for automated filling with 11-oz quantities of ground coffee. Every other can nestles neatly, hear for efficient casing and projected retail display.

How about identification for the projected initial eight varieties (these are house, organic decaf, Kona, mocha Java, espresso, a circle emboss with two speed lines appearing on two sides and the wide end of each can.

The spot labels from **WS Packaging Group** (www.wspackaging.com) are color-coded. They're produced on a 2.6-mil white flexographically printed in one color, with the coffee variety printed in reverse. When applied to the can, the labels are recess

At the can's wide curved end, the embossed graphics are limited to the cup and smoke plume, the selling line, the label circle

Behind the Silver Joe's red signature, the can's narrow, curved end imparts copy: "Be relentless. Be unstoppable. Be good to coffee, because for every victory big or small, when it's just you and your moment of personal adventure, it's nice to toast it w something decidedly Joe."

At the can's base, required copy regarding the company and its location, a brewing suggestion, the coffees' Fair Trade origins: Silver Joe's coffees, is something rather unusual. It's a credit for Planet Canit, run together with the can's design patent numb

"The folks at Silver Joe's and I felt Planet Canit did such an excellent job of producing and decorating this can, that it fully ear

There's one other component of his design system that especially delights him when turned into the tangible reality of a three debossed vertical seams (one is real) on both sides of the can at its wide arc. They add so much to the package's tactile qual

Completing that presentation is the stackable friction-fit lid, replete with Silver's Joe's signature graphic, printed with the café l silver finish.

Advertisement

The advertisement is a rectangular graphic with a white background and a blue gradient at the bottom. The title "5 Tips for Managing a Seasonal Workforce" is written in a bold, blue, sans-serif font at the top. Below the title, on the left, is the "Expert Business Source" logo, which consists of a yellow circle partially overlapping the word "Expert" in blue, with "Business Source" in grey below it. To the right of the logo is the tagline "Real Tips. Right Now." in a grey, sans-serif font. The bottom of the graphic features a blue gradient that curves upwards from left to right.