

CHANGES IN COFFEE PACKAGES

Radical Alterations of Package Design by Long-Established Packers Changing from Old to New Fashioned Containers

IN RESPONSE to a letter to the editor, asking for information regarding products of well-established volume which have radically changed their package designs, *Printers' Ink* responded with information regarding packers of a number of products in various lines which have made such changes, including the following:

When General Foods brought out the new Vita-Fresh package for Maxwell House Coffee a radical change in design was forced by the fact that the vacuum can must, of necessity, be different in shape from the ordinary one-pound coffee can. In this particular instance the company retained the color scheme and many of the design factors of the old container, but so changed was the shape that the design had to be radically altered.

On the other hand, the Great Atlantic & Pacific Tea Company, with its three brands of coffee, "Bokar," "Eight O'Clock," and "Red Circle," recently made a radical design change without changing the shape of the packages. Here the company was following a definite sales idea in making a change. It has advertised its three coffees as a complete service, and suggested to consumers that they do not buy by price, but by taste. In order to carry this idea still further, it was decided to develop a common design for the three packages, which was done. The only differences in design are on side panels which are arranged so that they tie-up with the old packages. The company felt that this was essential for the present time, but tests have proved that most women did not seem to bother because a change had been made. They accepted the packages as authentic because they were sold in A & P stores.

NEW TEA FACTORIES IN RUSSIA

Three modern tea factories are nearing completion in Georgia, near the large Russian state tea plantations, according to the *Economic Review of the Soviet Union*, New York. Their combined capacity is set at 6,000,000 kilos (13,200,000 pounds) a year. By the end of the current year the plants, which will be completely mechanized, are expected to be operating at half-capacity.

BRITISH E. AFRICAN COFFEE IMPORTS

Special Correspondence

LONDON, May 5, 1934.—The total quantity in hundredweights of East African coffee imported into Great Britain and Northern Ireland during the calendar year 1933 was, from Kenya, 222,415; Uganda, 8,871; and Tanganyika, 56,732. The valuations were, respectively, £972,055; £38,617; and £240,105.—MINCING LANE.

Effective April 5, 1934, the Revised Customs Tariff of Nyasaland sets the duty on both tea and coffee at 7 pence per pound.

U. S. COFFEE-TEA IMPORTS

AND EXPORTS, MARCH, 1934

From figures compiled by the United States Department of Commerce, Washington.

COFFEE

Countries	Imports Pounds	Exports Pounds
Belgium	30,124
Czechoslovakia	11,238
Denmark	58,363
France	170,176
Germany	15,232	315,966
Italy	53,214
Netherlands	17,868	38,000
Norway	50,141
Portugal	1,169,272	38,496
Spain	7,782
Sweden	60,968
United Kingdom	669,311
Canada	133,414	75,215
British Honduras	100
Costa Rica	401,806
Guatemala	3,781,530
Honduras	132,015
Nicaragua	949,350
Panama	612	24,629
Salvador	5,045,480
Mexico	6,717,456	55,347
Other British West Indies	2,482
Cuba	15,432
Dominican Republic	55,400
Netherlands West Indies	520
French West Indies	130
Haiti, Republic of	8,096
Virgin Islands	1,311
Brazil	102,271,207
Chile	3,111
Colombia	42,659,090
Ecuador	50,000
Uruguay	114,101
Venezuela	4,599,251
Aden	156,932
Arabia	104,037
Netherlands East Indies	725,518
Japan	7,352
Australia	10,376
British Oceania	916
Ethiopia
British East Africa	1,644,433
Other French Africa	401,426
Other Portuguese Africa	36,960
Other countries	100	100
Total pounds	172,302,453	1,031,513

TEA

Actual entries during month, which may include shipments not inspected by U. S. Tea Examiners.

Countries	Imports Pounds	Exports Pounds
Germany	520
Irish Free State	2,104
Italy	486
Netherlands	57,726
Switzerland	131
United Kingdom	2,426,178	3,390
Canada	34,137	1,386
Costa Rica	328
Honduras	375
Panama	2,430
Mexico	2,102
Bermudas	1,082
Cuba	1,943
Netherlands West Indies	2,552
Virgin Islands	977
Colombia	2,063
Peru	20,604
Venezuela	708
British India	956,304
Ceylon	1,109,434
China	142,245
Netherlands East Indies	1,286,502
Hong Kong	20,904	965
Japan	721,650	288
Philippine Islands	536
Other countries	481
Total pounds	6,757,704	42,827