

JBM Creates Custom Designed Seed Packaging for Trade Winds Fruit



CREATIVE DESIGN



TEAM COLLABORATION



STRONG BRAND IDENTITY

Trade Winds Fruit brought gardeners rare and exotic edible, heirloom and ornamental seeds from around the world for over a decade. They offer all non-GMO seeds, which are fresh harvested from the most recent season. They strive to bring exceptional variety and excitement to their catalog of seeds.

CHALLENGE

Trade Winds Fruit started from scratch for their seed package. They were using plain white envelopes that featured no artwork or design. Without a current design, Trade Winds Fruit looked to JBM to collaborate on ideas. The goal was to create a natural-looking packet that featured hand-drawn illustrated art, as well as images from the Nova Horticultural Image Library.

SOLUTION

The JBM design team collaborated with Trade Winds Fruit to create a unique packet that exemplified their brand. JBM's designer hand drew varieties that were specific to the offerings at Trade Winds Fruit. JBM digitized the hand drawings to create an original design that represented their brand. Instructions for General Seed Starting and Transplanting were printed on the back for each copy, and a brand new packet was born. Trade Winds Fruit received custom-designed, high quality packaging that truly showcased their unique identity.

RESULTS

As a result of the innovative and creative team at JBM, a fully customized seed packet product line was created. Trade Winds Fruit now had packaging that not only looked beautiful, but also reinforced their mission to bring something unique to their customers. By truly understanding the Trade Winds brand and the meaning behind it, JBM was able to bring their vision to life.

"We approached JBM to help us revamp the look of our seed envelopes. Their staff was extremely professional and willing to customize everything, from design, to paper to printing, to meet our needs. We ended up utilizing them for a full redesign including hand drawn artwork. Their partnership made each step of the process effortless."

— MATT KREBS, TRADE WINDS FRUIT