

# Fine Blooms Products

## Product Discovery

### Packaging for Individual Flowers

Below are some reference images from a customer who ordered some flowers from FlowerBx in London.



Here is a reference picture of the idea we have for the box. We would like it to be simple and open up in the same way.

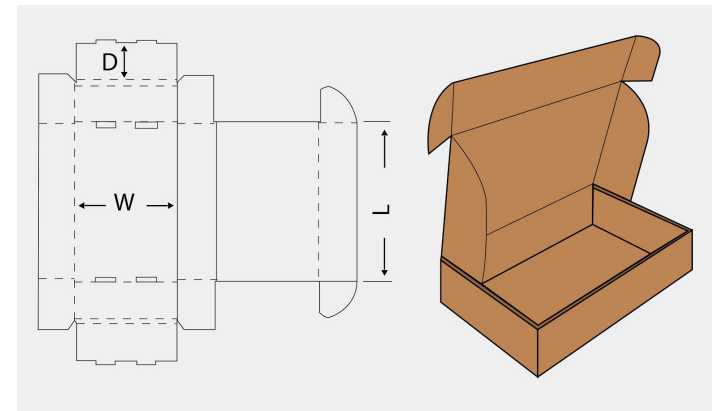
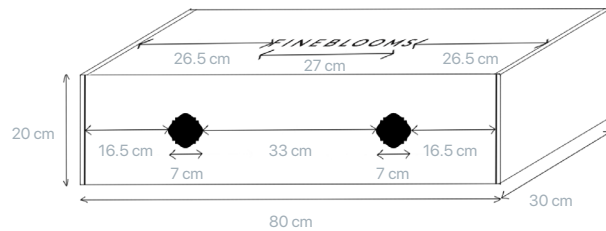
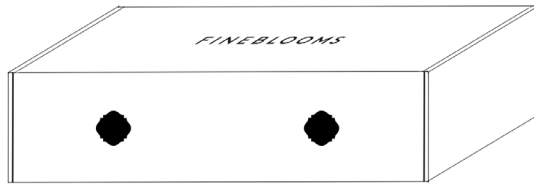


# Fine Blooms Products

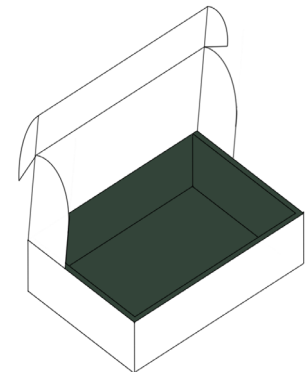
## Product Discovery

### Packaging for Individual Flowers

Below you can see the dimension of the box we require. The Fine Blooms Logotype is on the top of the box and the two circles on the side of the box are cut in the shape of the outline of our logo. These shapes should be cut out of the cardboard so there are holes for the flowers inside the box to breathe. The holes should be in the two layers, in the box itself and the cover on top.



In the inside of the box and on top of all 4 sides on the inside, these planes should be coloured moss green #334439. To see the shade of green look at RAL 6005 Moss Green on <https://www.ralcolor.com>. The rest of the box should be white. The logotype should be in glossy black.

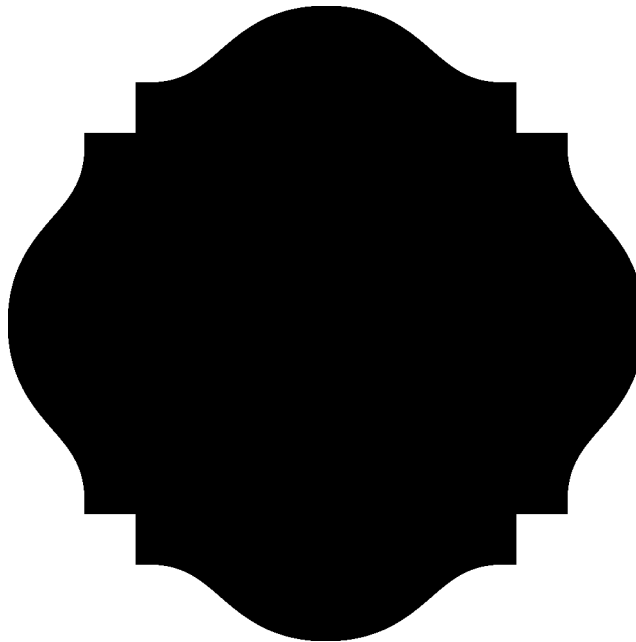


## **Fine Blooms Products**

### **Product Discovery**

#### Packaging for Individual Flowers

Here are the assets you will need for creating the required holes in the box, and for the logotype to be printed on top of the box.



## **Fine Blooms Products**

### **Product Discovery**

#### Packaging for Individual Flowers

Here are the assets you will need for creating the required holes in the box, and for the logotype to be printed on top of the box.

**F I N E B L O O M S**