

Press Release – Product Innovation

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**“Tea disc” by Mayr-Melnhof Packaging
The world of tea is round!**

MM Packaging has developed a novel way of packaging tea.

Even the innovative half moon-shaped packet is unusual and stands out from the customary square boxes for teabags. The striking packet also has a host of other convenience features.

The packet of polyethylene-coated cartonboard is opened by means of a micro-perforated tear strip which releases the teabag. When opened out, the disc (tea disc) serves on one hand to attach the suspended teabag, and on the other to act as a cover for the cup, which is especially beneficial with regard to the volatile essential oils present in herbal teas in particular.

However, the chief attraction is that the “tea disc” enables the teabag to be squeezed out and disposed of without having to pick up the teabag itself when it is often still hot and wet. Previous designs only rarely take this into account and depend on the user’s creativity with a spoon as an aid. This convenience feature is provided by means of a perforation in the centre of the disc. When the tea has brewed for the desired length of time, an oval piece of cartonboard is pushed out of the centre of the “tea disc” using two fingers and the teabag suspended from it by a thread is simply pulled up. The teabag is held by folding the outer disc together and can be squeezed out or disposed of as required.

Consideration is being given to the possibility of equipping the “tea disc” with indicators, which provide a “timer” for brewing the tea.

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