



Kohe is art.
Kohe is science.

Photos →

The story behind our brand

As a curious biochemist and a coffee lover, Johan Rohtla spent years in a lab, diving deep into the world of coffee crystals. The result was the discovery of KOHE - **a scientific breakthrough in the world of instant coffee.**

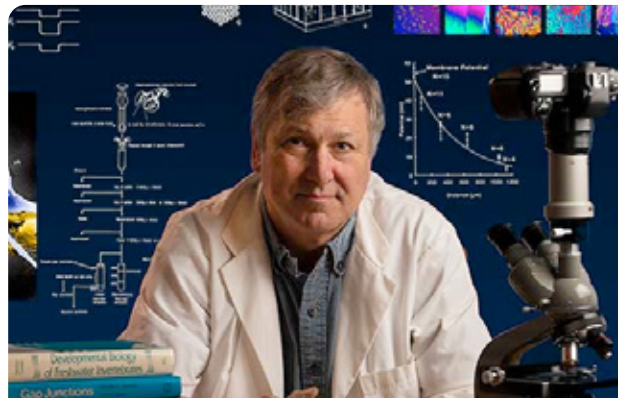


Johan Rohtla
Biochemist & Founder of Kohe

The story behind our photos

Inspired by Johan's journey, we wanted to create photos that would also take coffee lovers deep into the world of coffee crystals. **So we worked with four leading microscopic photographers from across the world.**

After four months of experimenting with different microscopes, lenses, lighting and photo-micrography techniques, **Dr. Robert Berdan** helped us to finally capture a series of images that unravelled the incredible beauty hidden deep inside KOHE coffee crystals.



Dr. Robert Berdan
Scientist & nature photographer, **Calgary, Canada**

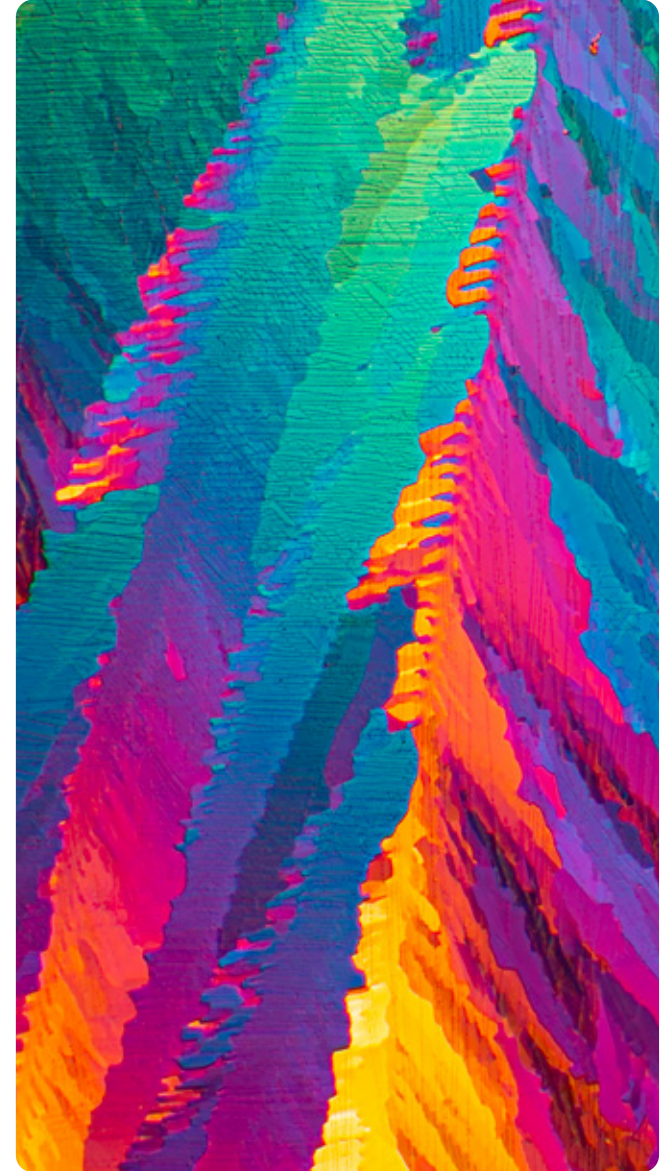
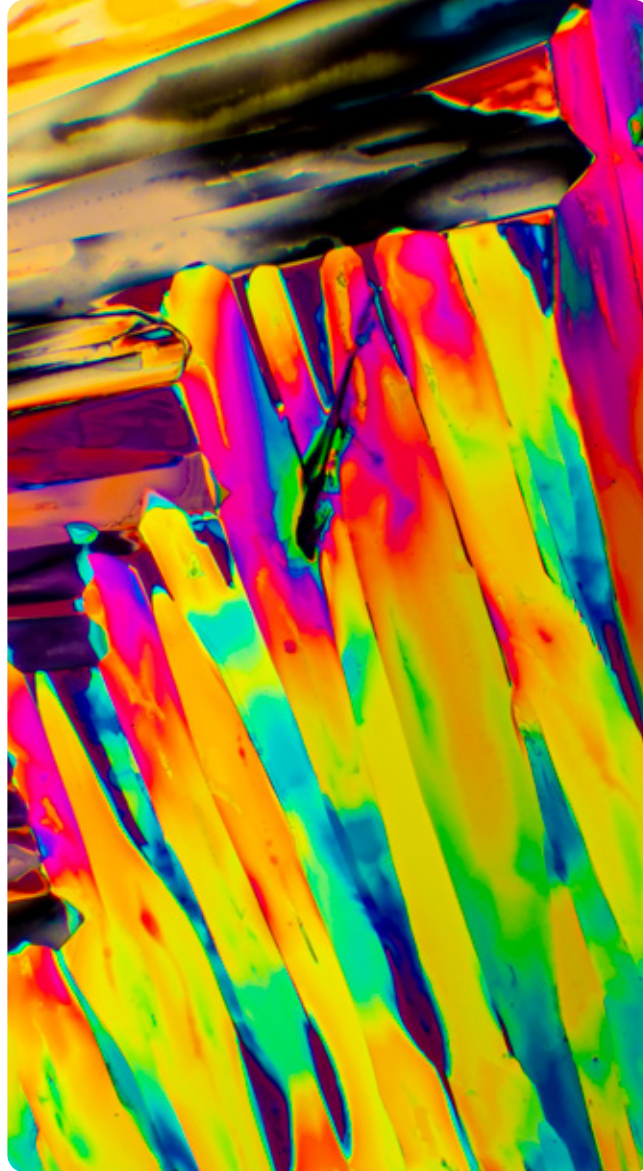
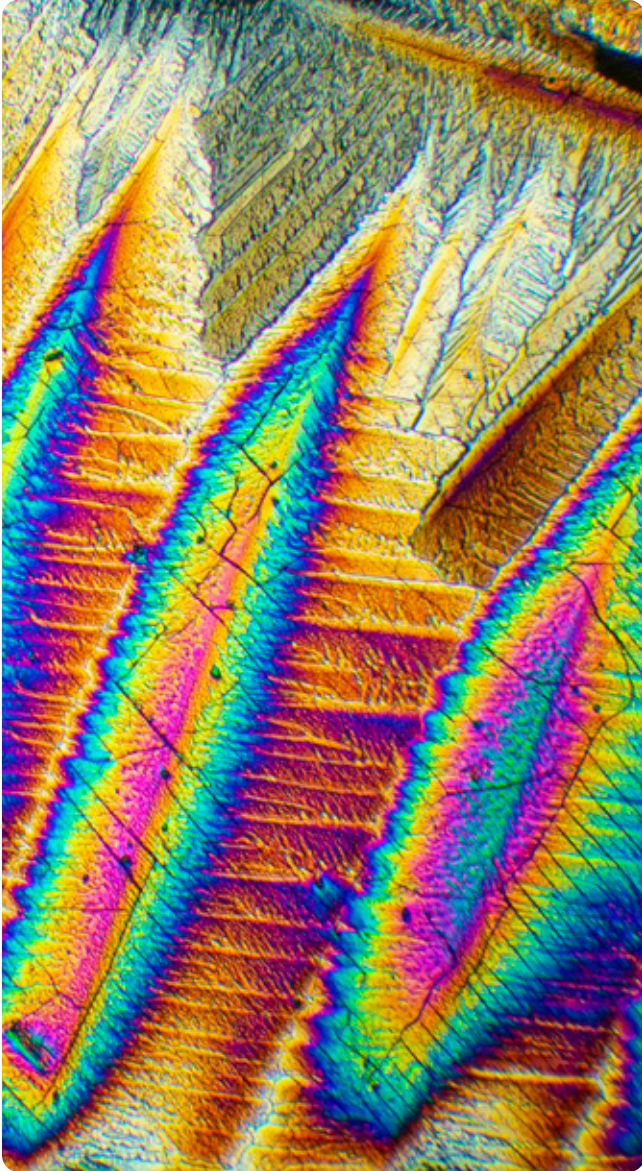
Implementing photos to our brand experience

The photos are the heart of Kohe visual identity that **help us tell the brand story in different ways and mediums:** the package, postcards, banners, web-page, promo-events, direct post etc.





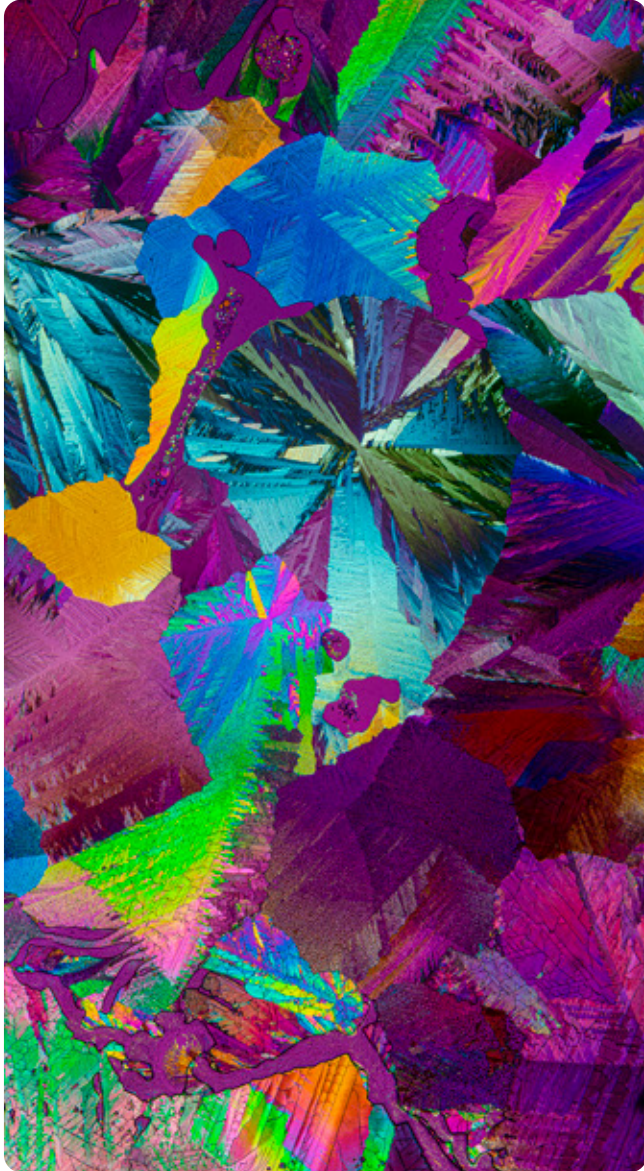
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