

WHYs and HOWs

Why Honey Book is so important?

As a beekeepers we think about pollinators extinction more often than average person - [40% of pollinator species face extinction](#). As the pollinators including honeybees are foundation of life existing on this planet, it is important to raise awareness and every contribution from people counts. Every season especially organic beekeepers take their beehives into wild nature in other words we literally carry the beehives into forest to pollinate the wild nature instead of conventional fields. By enabling the bees' diverse food and life in nature, we sacrifice approximately 1/3 less honey from conventional. There are still 61 organic beekeepers in Estonia, and we are decreasing too.

The HONEY BOOK was designed to make CHANGE

The prototyping process was fun, the work started after...



DESIGN is the way to users' HEART

There were several goals in developing the gift book.

In terms of appearance, the desire was to offer premium gift packaging that would be eco-friendly, at the same time stylish, luxurious, and recyclable.

When creating the prototype, a lot of work was done with different shapes, colors, designs. One thing was stated, the jars had to stay firmly in place and transported upright so should the book.



Since being close to nature is part of MÖM's identity, it was clear about the materials. The box comes from "cardboard", and we use black from MÖMI CVI as the color. We replaced the yellow color with gold to add a touch of presentable. In terms of design, we continued with the elements of beekeeping and nature drawn from MÖM. The result is a gift book that is nice to hold. It has a warm effect, and when you open it, the beautiful colors of different honeys come to the fore. The whole solution looks close to nature but at the same time luxurious, which is at the same time a beautiful gift and a reusable storage space for trinkets as spools.

We want **BOOK** not **ga BOX**

... time to start product development...

Product development technologist developed several prototypes with different solutions based on initial design. At the end of the development activity, it became clear that the created product is very stylish, but still too much resembles a box (not a book).

The solution to the problem was actually very simple: the technologist added a "fold/warp" characteristic of books to the front cover of the package. A small nuance, but the goal was achieved - the box became a book.

... result.

In late autumn, when the bees were moved to the winter apartment, MÖM's goal was also fulfilled - the first edition of the "Organic Honey Gift Book" saw the light of day. In the final solution, the honey book serves a greater purpose than just product packaging.



The high level of the partners is seen in the result, and this result is 🌍💚🐝