

Location specific forms of coffee products

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Who is your product being marketed for? Your [coffee labels](#) can take this into account depending on what their subjects are most likely to turn to these products for. In an office or work environment, coffee products can be relied upon unduly, and perhaps your company can keep this in mind when appealing to consumers.



A recent article on Forbes examined the way that coffee could effect workers throughout the day. Contributor Lisa Quast spoke to a Seattle scientist named Cristen Harris who outlined some important rules that coffee drinkers might want to abide by when it comes to caffeine consumption.

She notes that though [a certain amount of caffeine](#) can help kick the body into gear in a work environment, too much can result in negative effects in the workplace. And different kinds of coffee can offer differing levels depending on the roast.

"The optimal amount varies for each person and is related to their individual tolerance and sensitivity," Dr. Harris said. "Sensitivity [sic] to caffeine depends on a variety of individual factors including how much and how often caffeine is habitually consumed, body weight, physical condition and overall anxiety level."

Because we know how prevalent coffee is in the working world, coffee makers can stay a step ahead by [making labels](#) with this kind of information in mind. If you focus on products specifically designed for "instant use" in special coffee machines, for example, you can include a voluntary statement or warning about the way that caffeine consumption can accumulate throughout the process. The machine that is used is also important and can be emphasized with the label materials.

