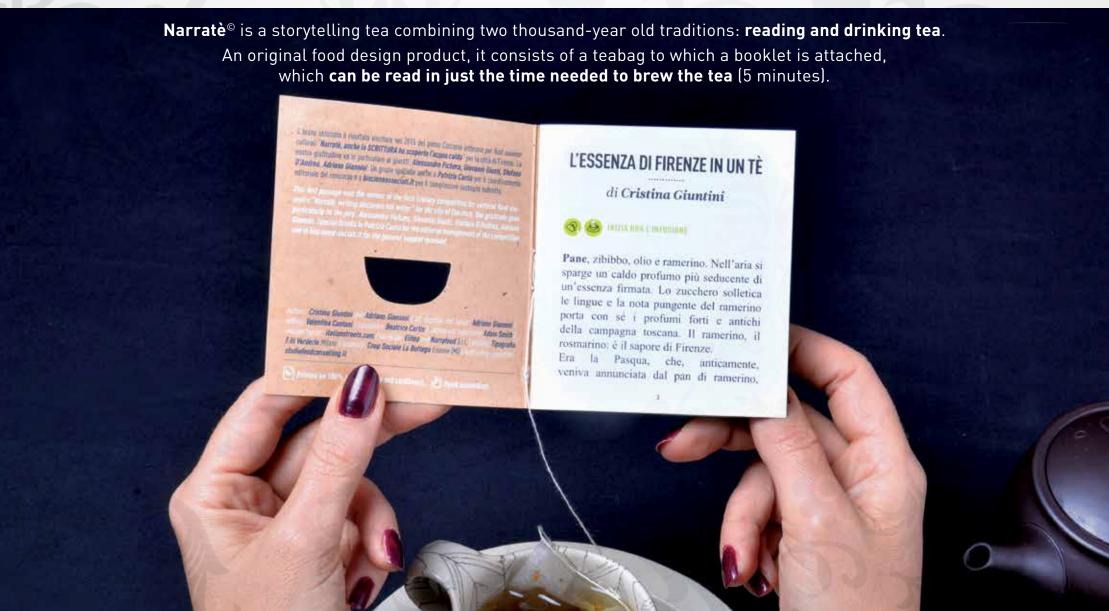




Idea





Editorial Lines



Six colours, each with its own cup, identify our editorial lines. The choice of range extends from *NarraGood's* white to *NarraCorporate's* light blue: six editorial lines to read the essence of the world and of its phenomena, in the five minutes it takes to brew a cup.





Intended for *non-profit businesses*. It is designed for *maximum personalization*. An ideal instrument to facilitate *fundraising* for charitable causes.



NARRA Planet

They are "Souvenir teas" through which we capture the essence of important places and cities in the world.



NARRA PEOPLE

The series "A Tea with..." thanks to which we illustrate the spirit and character of the most influential personality in human culture and history.



NARRALIFE

Excluding places and people, it will describe the essence of everything else: the infinite variations in which life manifests itself.



NARRA-HERAPY

Holistic remedy composed of words and nutriceutics to alleviate the discomforts of contemporary life. Modern elixirs.



NARRA CORPORATE

Intended for B2B situations. It is designed for *maximum personalization*. It is the *ideal storytelling instrument for businesses*.

Blends and Authors





Cecilia Cavallini

Stefano D'Andrea

L'Expectate di Millerro in un Té i

Cristina Giuntini



Roberto Piumini







Luca Notarianni L'Essenza di Roma in un Té i



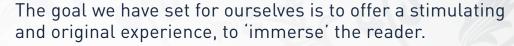
Adriano Giannini L'Essenza del Buddismo in un Tè I



Michele Gnesotto L'Essenza di Venezia in un Ta i



Felicia D'Amora



- Each blend is custom-made for its theme, selecting only the best ingredients, so that the tasting experience does not act only as a background to the story, but it becomes an essential part.
- Our authors are not asked for a summary of a theme, whichever it may be; they are asked to grasp the very essence of it, and to express this with simplicity, so that it can be easily understood.

















HANDMADE **ASSEMBLED**

RECYCLED CARD

QUALITY BLENDS

BOOKLET

- Size: cm 9 x 10 x 0,35
- Cover: recycled cardboard 240 gr/sqm, offset printing and hot stamped silver. Dotted window to show the teabag positioned underneath.
- Interior: 24 pages, paper 80 gr/sgm, 100% recycled, two-tone printing, metal wire stitching.
- Texts: original writing in two languages (ITA/ENG), that take a brewing time to read (5,000 characters approx.)
- Sticker: the adhesive sticker used to close the booklet also shows the expiration date.

TEA BAG

- Dimensioni: cm 6,5 x 8
- Length of string connecting the booklet: cm 15
- Blends: 3g high-quality blends with all the necessary EU certifications for human consumption. Brewing time 5 minutes. Valid for 2 years from packaging date.
- Protective bag: cm 7 x 9 x 0,15 heat sealed food grade plastic.





ILLUSTRATION FOR PRESENTATION PURPOSE ONLY

NEW

Graphic restyling of both cover and interior.

- Moved the teabag from the back cover to under the front cover.
- Dotted mug-shaped window on the cover, to show the teabag underneath.
- Hot stamped silver and fluorescent ink.
- Added an adhesive sticker as a warranty seal to check the booklet has not been opened, and to show the expiration date.

Our productions (2016/17)

















SHINE FAIRY

FIVE FAIRY-TALE MINUTES TO WAKE UP WITHOUT LEAVING YOUR DREAMS



Written by Roberto Piumini, among the most important Italian writers for children. Illustrated by Cecilia Cavallini, one of the best Italian illustrators.























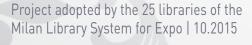


Case History Costumized



- 2015 -	- 2016 -	- 2017 -	- 2018 -
Sistema Bibliotecario Milano	SKIRA	L SOORISO KOOS	G elmec







Made for the exhibition HOKUSAI, HIROSHIGE, UTAMARO Palazzo Reale, Milan | 09.2016 - 01.2017



Above: two titles made for the non-profit coop Il Sorriso di Carugate (MI). Below: a custom made for the marketing agency Kaos.



1,600 pcs customized with a matching envelope for shipping. Made for the Elmec Spa software of Varese.



















ILLUSTRATION FOR PRESENTATION PURPOSE ONLY

























L'essenza della





NARRATE







theatrical author







Packaging



LUXURY BOX

MONOPACK (1 pcs) and MULTIPACK (4 pcs) Band and intern



NarraLife
DESK DISPLAY
(contains 25 pcs)



NarraPlanet DESK DISPLAY

(contains 25 pcs)

Stackable cardboard cube, 15 cm sides, with an extractable and refillable drawer. Each editorial line has one of the appropriate colour.









Press



To read the complete press coverage, visit the **press** section on http://www.narrateworld.com



Awards

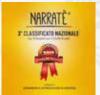




Narratè[©] is obtaining many prestigious awards:













- 2017 3rd classified national BarAwards prize for product innovation
- 2016 FIRST PLACE Open Design Italia | FCENTOSTAZIONI
- 2015 WINNER Creative Business Cup Italia
- 2015 SHORTLISTED ADI Golden Compass International Award
- 2015 FINALIST Marzotto Award | Corporate GSM
- 2014 WINNER Regione Lombardia, Competition sustaining cultural and creative start ups
- 2014 SPECIAL MENTION Competition Alimenta2Talent | Parco Tecnologico Padano
- 2014 FINALIST IC, Cultural innovation (Fondazione Cariplo e Regione Lombardia)

Distribution



Narratè®, thanks to its cross-sectoral characteristics, allows for an across-the-board distribution model that touches different types of goods categories and sales channels: from *museum bookshops*, to *book stores*, to businesses in the *Ho.Re.Ca.* sector.

Some of the brands that distribute us:













































On 12 November 2016 we inaugurated our first showroom in Milan: the NarratèRoom inside Punto Einaudi, Corso di Porta Vigentina, 36 (MM crocetta) where it is possible to meet by appointment, view the products and taste the blends.











Mandala plan



If the search for *investors* has now become a *mantra* for all start-ups, we have equipped ourselves - on our own invention - with the *Mandala plan*. An overview of the potential of Narratè[©] with its possible variations divided by target and most relevant markets.

