



Rooibos tea

**PRIVATE LABEL
PACKAGING SOLUTIONS
FROM CONCEPT TO SHELF**

Reliable. Traceable. Scalable.

INTRODUCING CARMIÓN PRIVATE LABEL SOLUTIONS

Carmiön Tea is a family-founded Rooibos producer rooted in the Cederberg region of South Africa – the only place in the world where Rooibos is grown.

Built from generations of farming expertise, Carmiön has evolved into a fully integrated supplier, managing everything from cultivation and processing to blending, packing and export. This direct-from-origin model, built on a foundation of quality, compliance and long-term partnerships, enables us to deliver consistent, traceable and scalable private label solutions to customers around the world.

Whether you are launching a new tea brand, expanding an existing wellness range or developing a bespoke Rooibos product, Carmiön provides the expertise, infrastructure and flexibility to bring your concept to market.

- **Direct-from-Origin Supply**
Fully integrated: farming, processing, packing, export.
- **Product Development Expertise**
Custom blend development, flavour creation and functional ingredient integration.
- **Flexible Packaging Formats**
Solutions for retail, hospitality, e-commerce and foodservice channels.
- **Certified & Export-Ready**
Organic, Fairtrade, Rainforest Alliance and BRCGS-certified processing.
- **Scalable Production**
From niche launches to large-volume commercial production.
- **End-to-End Support**
From concept development through to export and delivery.

WHY LEADING BUYERS CHOOSE CARMIÓN



CUSTOMER GOODNESS

Our customers are at the heart of everything we do. We work closely with brands, retailers, distributors and product developers to create solutions tailored to their markets and consumers. Your success drives our innovation.



FLAVOUR GOODNESS

Exceptional products begin with exceptional ingredients. Our Rooibos is carefully selected and expertly processed to deliver naturally sweet, smooth and consistent flavour profiles that form the foundation of successful tea brands.



SOCIAL GOODNESS

We believe in creating positive impact beyond our products. Through community development initiatives, education programmes and worker empowerment, every Carmiön product contributes to meaningful social upliftment.



ECO GOODNESS

Sustainability is embedded throughout our supply chain. From responsible farming and biodiversity conservation to water stewardship and renewable energy initiatives, we strive to protect the unique environment that makes Rooibos possible.

OUR PACKAGING FORMATS AT A GLANCE

TAGLESS & PYRAMID TEABAGS

FORMAT	PACK CONFIGURATION*	MOQ	BRANDING OPTIONS	UNITS/ OUTERS	TI x HI	OUTERS/ PALLET	UNITS/ PALLET
Fibre+ Pillow Teabag (Tagless)	2.0 g - 2.5 g	60,000 teabags (120 - 150 kg)	Unbranded	Final format dependent	N/A	N/A	N/A
BIOWEB Pyramid Teabag (Tagless)	2.0 g - 2.5 g	32,000 teabags (64 - 80 kg)	Unbranded	Final format dependent	N/A	N/A	N/A
PLA Pyramid Teabag (Tagged)	2.0 g - 2.5 g	32,000 teabags (64 - 80 kg)	1-3 colour branded tag	Final format dependent	N/A	N/A	N/A
Enveloped Pyramid Teabag	2.0 g - 2.5 g	32,000 envelopes (64 - 80 kg)	1-4 colours / CMYK	Final format dependent	N/A	N/A	N/A

*Please enquire if you require a different grammage.

OUR PACKAGING FORMATS AT A GLANCE

METFOIL POUCHES

FORMAT	PACK CONFIGURATION	MOQ	BRANDING OPTIONS	UNITS/OUTERS	TI x HI	OUTERS/PALLET	UNITS/PALLET
20s Metfoil Pouch (Pillow Teabags)	20 teabags	3,000 pouches	Unbranded foil	50 Metfoils	15 x 7	105	5,250
20s Metfoil Pouch (Pyramid Teabags)	20 pyramid teabags	1,600 pouches	Unbranded foil	30 Metfoils	15 x 7	105	3,150



OUR PACKAGING FORMATS AT A GLANCE

RETAIL CARTONS

FORMAT	PACK CONFIGURATION	MOQ	BRANDING OPTIONS	UNITS/OUTERS	TI x HI	OUTERS/PALLET	UNITS/PALLET
20s Retail Carton	20 pillow teabags	5,000 units/ variant	CMYK / Pantone	12 Retail artons	25 × 13	325	3,900
20s Retail Carton (Small Outer)	20 pillow teabags	5,000 units/ variant	CMYK / Pantone	6 Retail Cartons	37 × 18	666	3,996
20s Pyramid Retail Carton	20 pyramid teabags	5,000 units/ variant	CMYK / Pantone	12 Retail Cartons	17 × 13	221	2,652
40s Retail Carton	40 pillow teabags	5,000 units/ variant	CMYK / Pantone	24 Retail Cartons	15 × 7	105	2,520
80s Retail Carton	80 pillow teabags	5,000 units/ variant	CMYK / Pantone	12 Retail Cartons	15 × 7	105	1,260
160s Retail Carton	160 pillow teabags	5,000 units/ variant	CMYK / Pantone	6 Retail Cartons	12 × 7	84	504

OUR PACKAGING FORMATS AT A GLANCE

LOOSE TEA & SPECIALTY FORMATS

FORMAT	PACK CONFIGURATION	MOQ	BRANDING OPTIONS	UNITS/ OUTERS	TI x HI	OUTERS/ PALLET	UNITS/ PALLET
50 g – 1 kg Loose Tea Unprinted Packs	Loose tea/Espresso	1,500 units	Sticker / Label	Format dependent	Format dependent	Format dependent	Format dependent
50 g – 1 kg Loose Tea Printed Packs	Loose tea/Espresso	15,000 - 20,000 units	6 – 10 colour print	Format dependent	Format dependent	Format dependent	Format dependent
1 kg Unprinted Polybag	Loose tea/Espresso	1,500 units	Unbranded / Label / Sticker	Format dependent	Format dependent	Format dependent	Format dependent

ADDITIONAL INFORMATION

- * MOQ's may vary depending on the MOQ for sourced ingredients/raw materials. The final MOQ will be determined on the chosen packaging configuration
- * Lead time for sourcing of packaging material subject to production availability from suppliers – final lead times to be confirmed at the time of ordering
- * All artwork needs to be provided by the client
- * Waste (7-10%) on packaging materials and ingredients to be taken into account
- * Full upfront payment is required for all packaging and raw materials specifically procured for the Private Label client



PRODUCT DEVELOPMENT & INNOVATION

Carmién's product development capabilities make it easy to bring innovative Rooibos concepts to market. Backed by our in-house expertise and extensive experience across a wide range of products, we stay ahead of global health trends, flavour innovation and consumer preferences to develop tailored, market-ready solutions.

From concept through to commercialisation, we partner with customers to create products that meet their brand, market and technical requirements, supported by full traceability and rigorous quality control.

OUR DEVELOPMENT CAPABILITIES INCLUDE:

- New product development*
- Ingredient sourcing*
- Custom blends and flavour development
- Functional and botanical formulations
- Premium tea formats and Rooibos Espresso
- Trend-driven product innovation

* New product development and ingredient sourcing services are available at an additional cost.

Disclaimer: While Carmién can assist in developing functional wellness products, we do not make or verify functional, nutritional or health claims. Customers are solely responsible for ensuring that all product claims comply with the regulatory requirements of their intended market.

AVAILABLE BASE INGREDIENTS:

- Rooibos (Organic or Conventional)
- Green Rooibos (Organic or Conventional)
- Honeybush (Organic or Conventional)



PRIVATE LABEL DEVELOPMENT PROCESS FLOW

1. Initial Consultation
2. Client Brief & Requirements Gathering
3. Preliminary Costing Estimate
4. NPD Fee Payment
5. Blend Development
6. Sample Submission
7. Reformulation (if required)
8. Final Blend Approval
9. Final Costing & Packaging Confirmation
10. Client Approval
11. Purchase Order Received
12. Packaging & Ingredient Procurement
13. Production & Packing
14. Delivery (Local or Export)



SUPPLY CHAIN & COMMERCIAL OVERVIEW

FLEXIBLE COMMERCIAL SOLUTIONS

Designed for flexibility and reliability, our private label model supports both emerging brands and established retailers.

- MOQs tailored to packaging format
- Flexible production planning
- Global export capability
- Full packaging procurement support
- Dedicated project management

LOGISTICS & EXPORT

- Export-ready globally
- Efficient palletised handling
- FCL, LCL and Airfreight options
- EXW, FOB and CFR shipping terms available

SHELF LIFE & STORAGE

STORAGE CONDITIONS:

- Cool, dry environment
- Away from direct sunlight
- Free from strong odours
- Maintain sealed packaging integrity



QUALITY, COMPLIANCE & TRACEABILITY

Our quality and compliance framework is built to meet the demands of global markets, combining internationally recognised certifications with rigorous quality assurance processes.

FOOD SAFETY & CERTIFICATIONS:

- BRCGS-certified processing
- HACCP
- Organic (EU, USDA, JAS) *
- Fairtrade *
- Rainforest Alliance *

QUALITY ASSURANCE:

- Batch-level quality control
- Consistent grading and density control
- Sensory evaluation
- Production monitoring
- Packaging quality verification

AVAILABLE DOCUMENTATION:*

- Certificate of Analysis (COA)
- Microbiological testing
- Pesticide residue compliance
- Heavy metals analysis
- Organic certification
- Fairtrade certification
- Rainforest Alliance certification

TRACEABILITY & ORIGIN:

- Direct-from-origin supply
- Full batch traceability
- PDO-compliant Rooibos sourcing
- Complete supply chain visibility

* Available on request. May incur additional charges.



LET'S BUILD YOUR BRAND

Whether you're developing a new product, optimising your supply chain, or expanding your tea offering, Carmién partners with you at origin to deliver consistent quality, full traceability and scalable supply. Backed by integrated capabilities and deep market insight, we help bring reliable, competitive and differentiated Rooibos solutions to your business. To learn more about our processes, certifications, origin and frequently asked technical questions, visit our [FAQs](#). Ready to explore your requirements? Contact our team to discuss your product needs, supply objectives, or next Rooibos opportunity - we'd love to help build the right solution for your business.

CERTIFICATIONS

Carmién and our factory, Bergendal Rooibos, are authorized to offer the certifications and accreditations listed below:



Bergendal Rooibos, our partner and exclusive factory for Carmién, is a BRC certified factory.

CONTACT US

GENERAL ENQUIRIES

info@carmientea.co.za

+27 (0) 22 921 8900/8901

Carmién Tea (Pty) Ltd, Bergendal Farm,
Paleisheuwel Road, Citrusdal,
South Africa, 7340

NEW PRODUCT DEVELOPMENT, PRIVATE LABEL & BRANDED

Marijke Ehlers marketing3@carmientea.co.za

Lieschke van Zyl quality2@carmientea.co.za

www.carmientea.com