

"A Crazy Idea About Darjeeling Tea"

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By applying his unique campaign principle, a professor from Berlin broke new ground in selling tea and made his Tea Campaign the largest importer of Darjeeling in the world. During his researches, Professor Faltin became aware of the international tea market and studied its conventions. What makes the dried tea leaves so expensive? Tea goes through many stages of dealing and storing. In a well-assorted tea store, up to 200 different types of tea are sold in small packages of 100, 50, or even 25 grams. To preserve its flavor, tea must be packaged in aroma-tight quality bags. Therefore, not only does the huge variety of teas drive prices up, but so does the cost of packaging and storage. "What is essential to the tea trade? What can be thrown overboard?" Faltin thought. His conclusion: Let's sell one instead of 200 kinds of tea – but the very best: Darjeeling!

Organizing Transport: Using the Ship for Storage

The Tea Campaign offers one type of tea, grown in one tea region – Darjeeling. Almost 90 per cent of its tea is packaged in bags of 1 kilogram. "In comparison to the common packages of 100 grams, we have reduced the expenditures by a factor of 10," Faltin says. "We hand these tremendous cost savings on to our customers. This is the reason behind our success."

The "Crazy Idea" Hits the Market

Quality controls are of high importance in the tea market. The Tea Campaign was the first tea company that actively tackled the problem of residues from DDT, a cancer-causing pesticide. The Tea Campaign developed a special "Residue Label," which can be found on the back of each package of its tea. It compares the amount of chemical residues legally permitted to the amount of residues actually found in the enclosed tea. "All tea is tested in a German laboratory, and we only buy top-quality," says Faltin... "It is due to the pressure we have put on the producers that Darjeeling tea is now grown either organically or with much lower residues..."