

The Art of Coffee Packaging.

The Success Story of ODIBA & Packiro



Coffee meets Art

In 2023, more than 10,000,000 tonnes of coffee were consumed across the globe¹. On average, 163 litres of coffee are drunk per year in Germany². But coffee has long been more than just an everyday luxury.

Josef Bathen, owner of the German coffee roaster brand ODIBA, has found a way to not only combine his passion for coffee and his hobby, but also discovered how his brand can stand out from the fierce competition within the industry.

ODIBA combines high-quality coffee with art to create unique products. But how do you design packaging to be both visually appealing and functional? Thanks to Packiro's fully printable packaging, ODIBA was able to successfully produce a limited art edition – directly on the coffee packaging. The simple ordering process, personal customer service and high-quality print results made the collaboration a complete success.

Find out how ODIBA and Packiro were able to combine art, coffee and innovative packaging solutions.

¹Study: „Deutscher Kaffeemarkt 2024“: German Coffee Association.

²“European Coffee Report 2024-2025”: European Coffee Federation.



Name:	Genusswelt Bathen GmbH
Industry:	Coffee
Managing Director:	Josef Bathen
Products:	Roasted coffee and popcorn
Size of company:	15 employees
Packiro customer since:	2025
Distribution channels:	Roastery, online shop, food retail, coffee cooperations (e.g. sport clubs, restaurants)



About ODIBA:

Tradition meets art & innovation

The Bathen family has been in the food business since 1898 – a tradition that Josef Bathen continued in 2013 with a new vision. As a trained industrial mechanic, he joined the family business and took over the ODIBA coffee roasting company in Gelsenkirchen, Germany, that year.

While the name and the roasting business remained the same, the concept was completely reinnovated. „We tried to infuse the whole place with our DNA,“ says Josef. The result is a unique location that goes far beyond a typical roastery: **ODIBA has become a meeting place for coffee and art.** This is also reflected in the design, as the once inconspicuous roasting facility was transformed into a kind of art studio. Josef describes his art as a „fusion of different media and techniques,“ or „mixed media“ for short. His creative approach is also evident in his packaging designs. Each design begins with an analogue painting, inspired by photographs or his own impressions. After scanning and digitally editing the image, he often reworks the motif by hand to create a special depth and feel: „To give the whole thing a different depth and feel.“

In 2024, ODIBA expanded once again. The former production facility of the Bathen family's butchery was converted into a new, larger roasting plant – with more space for production and creative development. In addition to the online shop, ODIBA coffee is now available in local Edeka and Rewe stores around Gelsenkirchen and in selected restaurants – including those of renowned Michelin-starred chefs Frank Rosin and Björn Freitag. The special coffee taste has already won several awards: twice this year alone, ODIBA won gold at the German Roasters' Guild tasting competition. In total, the coffee has already been awarded gold 15 times.

Josef's passion for art has been part of ODIBA's identity from the very beginning. He initially painted each coffee bag by hand, making every package unique. „Then you have absolute rarities, but they're not necessarily something to put on the shelf because the process is incredibly time-consuming.“

**ODIBA needed to find more
efficient packaging solutions instead.**

Flexible Designs for an Expanding Product Range

Despite the unusual designs, it became clear with increasing demand that painting the coffee pouches by hand had to give way to more efficient solutions. In order to continue combining art and coffee – but in a more practical way – ODIBA opted for self-designed labels. These were then also attached to the pouches by hand.

However, the need for a more efficient solution remained. Through a business partner, Josef first heard about Packiro's fully printable packaging. He ordered the **free sample kits** from Packiro and tested the packaging on ODIBA coffee.



Order our sample kits for free

Coffee is a sensitive food product, which is why coffee packaging must meet a few requirements to ensure that customers can enjoy the coffee without compromise:



Food safety:

Is the packaging material food safe (no flavourings, fragrances or harmful substances)?



High barrier properties:

Does the material adequately protect your coffee from external influences (oxygen, UV and moisture)?



Aroma protection valve:

Does the packaging feature an aroma protection valve (prevents air from escaping and entering)?



Easy filling:

Does the packaging allow for easy and efficient filling of your coffee?

Limited Art Edition thanks to Flexible Order Quantities

The sample packaging from Packiro met Josef Bathen's expectations, particularly due to the option of full-surface printing – even including special effects (metallic look or kraft paper look). This meant that Josef's art could finally be featured on the coffee packaging.

One of the biggest challenges for SMEs like ODIBA is being able to implement practical and creative packaging ideas without large minimum order quantities. This had also been an obstacle for ODIBA up to now: „Many suppliers only offer full-surface printing for very, very large quantities."

With the „Limited Art Edition", ODIBA took the next step: a limited, exclusive coffee blend („Blend") called „Heimat-Mischung" (homeland blend) as a tribute to the Ruhr region. But a limited product requires suitable packaging in small quantities.

The ability to order high-quality, functional and fully printed packaging online in quantities as small as 500 pieces ultimately convinced Josef Bathen to choose Packiro. He opted for the robust and stable classic for high-quality coffee products: [flat bottom pouches](#). What makes this pouch form so special is that the side panels and the bottom can also be fully printed – the perfect packaging form for a design-conscious coffee artist like Josef.

Josef designed the front of the flat bottom pouches as genuine artwork, while the back was deliberately kept clean.

„ *My art is already quite loud, so I wanted to leave
the art on one side and make the other more informative.* “

Even the functional add-on, the integrated „Pocket Zipper", was personalised by Josef and transformed into the typical ODIBA design. The Pocket zipper (configurable at no extra charge for flat bottom pouches with Packiro) is a practical addition to the packaging, as it not only makes filling easier for coffee companies, but also allows coffee customers to open the pouches easily and reseal them airtight. Of course, the packaging was also equipped with a useful aroma valve to ensure that the so-called „Heimat Mischung" is protected as well as possible and has a longer shelf life.

A successful, memorable packaging design is crucial, especially in an industry such as the coffee trade, where competition is fierce and a lasting impression must be made on customers at the point of sale. The packaging must not only be functional, but also aesthetically appealing. This is also confirmed by consumer surveys:

81% have already
tried a new product because they
noticed the packaging

63% have re-
purchased a product because of
the appearance or aesthetics
wof the packaging³

Packiro's flat bottom pouches were therefore the perfect packaging solution for the limited mix.



³Study „Packaging Matter“, 2018. Conducted by WestRock.

A Real Game Changer:

From Labels to Fully Printed Packaging

The switch from manually applied adhesive labels to fully printed packaging was a significant step forward for ODIBA. While the labels were a creative but costly solution, the Packiro pouches enabled the artwork to be presented on the packaging in a scalable and high-quality manner. In addition to the aesthetic aspect, efficiency also plays an important role in the choice of packaging. Ordering pre-printed packaging not only simplifies the production process, but also ensures a more uniform and professional appearance – a decisive factor for the presentation of ODIBA products at the point of sale.



Compared to the limited space available on labels, printable packaging offers more opportunities for eye-catching product presentation, storytelling, brand showcase and customer persuasion. The ability to customise every surface of the pouch has brought new creative freedom:

“ *The full-surface printing not only makes my design eye-catching, but also turns the packaging into a real work of art.* ”

Straightforward Order Process and Personal Consultation

Working with Packiro impressed Josef not only with the creative possibilities, but also with the straightforward process:

I imagined the whole thing to be much more complicated, „ but the ordering process, including design creation and upload, “ was ultimately super easy. It was done in no time.

Another strength of the collaboration was the personal advice provided by the Packiro team. „I was about to order ‚Robin‘ – the kraft paper material – but my personal advisor at Packiro recommended that I go for the Martha material instead. He said it would show off the artwork much better, and I was convinced. I haven't regretted it since – the pouches look great.”

Josef was able to complete all the remaining steps in the order process himself. The 3D view during the order process was particularly helpful: „It was great to be able to see what the designed packaging would look like in advance using the 3D view.”

After the design was successfully uploaded, the packaging for the „Limited Art Edition” go into production.



Fast Delivery & Happy Customers

In addition to the high print quality and individual advice, Packiro also scored points with its fast delivery. The coffee pouches arrived at ODIBA earlier than expected: „The pouches even arrived two days before the originally announced delivery date.“

Sales of the ‚Heimat Mischung‘ then began, initially in the roastery and the ODIBA Café, and later in the online shop.

The launch was a tremendous success. The artwork printed on the coffee packaging generated positive customer feedback immediately. As part of a small art exhibition at the ODIBA premises, visitors could see Josef's original works on canvas alongside the corresponding coffee packaging, which was a particular highlight and was well received by visitors and customers alike. As sales got off to such a good start that ODIBA decided to send copies of the „Limited Art Edition“ to retailers for listing.



Conclusion & Outlook

ODIBA's Plans for the Future

Packiro's combination of flexible order quantities, creative design options and reliable service has impressed Josef from ODIBA. The decision to go with Packiro was a decisive step for the coffee company in order to successfully test scalable packaging solutions on the market.

ODIBA plans to further expand the connection between art and coffee with additional customised packaging designs – and Packiro will be at its side as a packaging partner with creative packaging solutions.





**Your product. Your design.
Your sustainable packaging!**

Packiro is one of the fastest growing companies for **fully printed flexible packaging** in Europe. We are committed to making the packaging industry more sustainable and digital. That is why we rely on materials such as fully recyclable mono-plastics, bio-based products and paper from sustainable forestry – guaranteed to be environmentally friendly. And we do not compromise on the protection your product: our materials are **food-safe** and protect your valuable contents efficiently.



You can easily configure and order your new packaging yourself in our Packiro online shop.

It's as easy as this:

Configure your packaging online according to your requirements. You can have it in your hands in just a few weeks! Or would you like to test it thoroughly first? Then order our free sample kit! And if you need help choosing the right packaging or designing it, we are of course happy to assist you.

Find out more about
Packiro packaging solutions

