

# United by Tea launches innovative online store for tea

*Refillable tea caddies combine design, durability and environmental friendliness*

HAMBURG, GERMANY, November 8, 2024 /EINPresswire.com/ -- The world of tea has been enriched by a special event: United by Tea, the German-based start-up that stands for sustainable enjoyment and the highest organic quality, launched its new online-shop in September 2024. But this store is different.

United by Tea combines first-class organic teas with a unique packaging concept: refillable and plastic-free tea tins that combine style, sustainability and longevity. At a time when conscious consumption is becoming increasingly important, United by Tea is setting new standards.

“Our aim is not only to offer excellent tea, but also to significantly reduce the ecological footprint of our consumption,” explains Dr. Annette Bruce, Managing Director of United by Tea.

Sustainability as the core of the brand

United by Tea stands out with its uncompromising focus on sustainability. The certified organic teas come from sustainably managed tea farmers, while the packaging plays a central role in the brand philosophy.



The United by Tea team with its distinctive tea tins



Like all their teas, the fruit teas are made with high-quality organic ingredients

The refillable caddies made from materials that can be easily disposed of in paper waste are particularly durable thanks to compostable refill bags. This innovative packaging solution minimizes waste and actively contributes to protecting the environment.

### Style meets functionality

The caddies from United by Tea not only offer a sustainable solution, but are also a visual highlight in any kitchen. "Our packaging not only protects the tea, but also serves as an elegant design element. It is designed to find a permanent place in our customers' kitchens," says Bruce. "With us, customers don't have to compromise between sustainability and design."

### More than just tea - a movement for the future

With the launch of the new store, United by Tea wants to do more than just sell tea - they want to start a movement for conscious consumption and social responsibility. 10% of profits will go towards projects that support German communities and bring generations together. The young start-up sees itself as part of a change towards more sustainability and social commitment. "For us, enjoyment and responsibility go hand in hand."

### Teas for every taste, sustainably packaged

The new tea store's range includes a carefully curated selection of organic teas that offer something for every taste: from strong [black teas](#) to warm [herbal teas](#) and fruity [fruit teas](#).

Each tea is supplied in the characteristic refillable tins, which not only offer a tasty experience but also represent a sustainable choice for the conscious consumer.

### Availability

The organic teas from United by Tea are now available in the new online store at [unitedbytea.de](https://unitedbytea.de). With the refillable tea tins, United by Tea offers an environmentally friendly solution that enriches tea enjoyment and actively contributes to environmental protection.

### About United by Tea

United by Tea is a Hamburg-based start-up dedicated to sustainable organic tea culture. With certified organic teas, plastic-free and compostable packaging and a commitment to social projects, United by Tea creates a platform for conscious consumption and promotes togetherness. Since its foundation, United by Tea has stood for environmental awareness, quality and social responsibility - values that are deeply rooted in the company's DNA.

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