

# APF Presidential Award

Package Name:  
**COSME DECORTE AQMW POINT MAKEUP**

Company Name:  
**KOSE Corporation**

Designer:  
**Tatsuo Kannami**



An elegant butterfly is flying against the modern matte-black background. When you look closer to the wing of butterfly, there appears an image of another butterfly flying in the yard. This design was realized by a state-of-the-art micro-carving technology. This classy cosmetic package stirs up ladies' playful mind and also promises eternal beauty.

# CONSUMER PACKAGE

**Package Name** : LEISURE TEAPOT SUIT TP-216Z  
**Company Name** : YI XING CHA SHUAI CRAFT CO. LTD

PR. CHINA



CP-22

- Use mortise and tenon joint. Special process make keeps the fresh gloss of bamboo.
- The packaging is easy to carry.
- Use bamboo as the major material, which grows fast and has great physical characteristics.
- There's also some sponge inside the packaging, which can protect the product.
- There's a sand pots suit in the packaging, too.



INDIA



CP-1

**Package Name** : KINDER JOY - EASY THERMO FORMABLE FILM & ULTRA HIGH BARRIER LID  
**Company Name** : POSITIVE PACKAGING INDUSTRIES



INDIA



CP-12

**Package Name** : VIVEL LUXURY CRÈME OLIVE BUTTER  
**Company Name** : ITC LIMITED

- This carton presents an innovation in soap packaging that is the epitome of consumer convenience. The soap is packed in a well crafted Flip Top carton with easy to break perforations surrounded by a laser silver diffraction foil band to give the consumer a
- unique open-close experience.
- This soap carton comes with shrink wrapper with a handy tear-off strip which is
- something that any other soap is yet to portray. This mechanism lets you take off the
- shrink wrap with elegance & the soap is also well protected to retain the freshness.



**CP-2**

**Package Name**  
**Company Name**

: HUMIDITY ABSORBENT BAG- DUEL COMPARTMENT  
: POSITIVE PACKAGING INDUSTRIES

**Package Name**  
**Company Name**

: BLENDERS PRIDE  
: ITC LIMITED

Technical beauty at its best, probably that is how we can describe this carton. Developed by a dedicated Packaging team of ITC, Packaging & Printing Business with constructive inputs from the father of this premium selling brand, Pernod Ricard India Pvt. Ltd., this carton incorporates the two brothers of printing, offset and gravure.

The crash-lock bottom with a supporting hand from the micro-fluted board sandwiched by 200 GSM fibre bleached liner, 100 GSM kraft fluting and 180 GSM non-virgin board reinforces the construction of this pack.

To add to it, the premium appearance is brought out through an amalgamation of glistening gold printed from gravure and four color offset printing. The ultra dense black color encompasses a major portion with two strikes of special ink through offset.

**CP-13****CP-15**

**Package Name**  
**Company Name**

: NOKIA C2-01 BLUE CARTON  
: ITC LIMITED

This all blue-color carton integrates the brand colors and brand values of Nokia. The outer and inner surfaces of the carton are printed in blue color which is house color for Nokia. The carton has a unique rough surface that helps communicate the perception of recyclability which is one of the key Nokia values.

The carton is made out of micro-fluted board 200 GSM fiber bleached board, 100 GSM Kraft paper and 180 GSM non-virgin liner and printed with six offset colors. This small carton has two inserts which ensure that the phone and the accessories are well placed and well protected. The phone is placed in an attractive pearl colored insert. This pearl surface against the blue background of the carton draws immediate attention to the phone placed in the cavity of the insert. Beneath this insert, another insert divides the available space into 3 parts which is elegantly used to place the various accessories and communication material.

# CONSUMER PACKAGE

**Package Name** : SUNFEAST DARK FANTASY CHOCO FILLS  
**Company Name** : ITC LIMITED

This pack uses combination of matt & metallic effects on a virgin board. The matt effect gives the product a premium look & the metallic effect makes the product stands outs in the shelf. This differentiated & innovative packaging reflects the premium image of brand at a competitive cost. The biscuits were individually flow wrapped in laminate & then 6 such wrapped biscuits are in to the carton. This individual wrap for biscuit is a unique concept in the Indian Biscuit Industry which gives added convenience to the consumer & improves the product freshness at the end consumer's hand.

INDIA



CP-11



INDIA



CP-5



**Package Name** : REAL GIFT PACK  
**Company Name** : DABUR INDIA LTD

Dabur India Ltd pioneered concept of gift packs in juices. It is a departure from the age old practice of gifting sweets and chocolates, thus promoting health conscious gifting.

Gift packs therefore have to attract attention and has to different from anything similar on the shelf.

We decided to use both shape and graphics as route to attract & arrest attention.

- A truck shaped pack that bright out the flavour of the festive season. A brightly coloured and printed truck appeals to all ages.
- A special truck shape was designed to resemble a real truck from paper based material and should also be operation and distribution friendly.
- A high level of innovation went into designing and creating this pack and this has given sweet dividends by creating magic in the market place.
- After consuming juices in the pack the pack can always become a toy for kids thus giving an extra appeal.

**Package Name** : ICE CRÈME SLEEVES  
**Company Name** : THE PAPER PRODUCTS LTD.

Ice cream cones are a value added, high growth category in India. The challenge was to design and manufacture world class ice cream cone sleeves using low cost raw materials. Since low cost paper is highly porous, we have used an extrusion laminate of foil / paper for printing. The uniqueness of these ice cream sleeves lie in our ability to print high quality graphics, in spite of the uneven paper and the inherent variations in the extrusion process. Using an indigenously developed process expertise, the graphics have been augmented and reproduced to a level where the pack looks very appealing, creating happy customers.

INDIA



CP-10





INDIA



CP-6



**Package Name : VATIKA SHAMPOO**  
**Company Name : DABUR INDIA LTD**

Shampoo is among the most competitive segments of the consumer products market and companies have to innovate on the product packaging to stand apart from the crowd on retail shelves. At Dabur, we believe that an innovative packaging design that grabs the consumer's eyeball is half the battle won.

Packaging innovation is for us a combination of structure, convenience, color & graphics.

- When we set out to re launch the Vatika Range to a contemporary premium avatar we envisioned the following changes:
- Change in shape – dynamic keeping in vogue with shampoo category. An asymmetric shape to look different.
- Convenience – through a wholesome grip due to the shape and dispensing convenience through flip top cap with an appropriate orifice for shampoo.
- Enhanced shelf throw through use of a pearlised master batch with matching graphics and highlighting through use of foil stamping.

**Package Name : NOKIA T MOBILE HANGING CARTON FOR 1661 MOBILE**  
**Company Name : ITC LIMITED**

INDIA



CP-16

This cube shaped single-piece attractive hanging carton has a "soft touch-feel effect". Made using 400gsm virgin board, the excellent aesthetic appeal is achieved using 6-colors with special varnish followed by embossing & registered UV.

The hanging effect is achieved by a slot on the front and back panel. The flap of the carton opens like a book to reveal a window through which the mobile encapsulated in a clamshell can be seen. The inside surface of the flap is used effectively to communicate various offerings from T-Mobile.



The tuck-in-flap protects the content of box from falling down.

INDIA



CP-20



**Package Name : BLENDERS PRIDE RESERVE COLLECTION WHISKY**  
**Company Name : ITC LIMITED**

Structurally unique and equally good print makes this carton a stand-out piece. The carton is designed to give it a product-friendly profile with neck holder by using virgin grade board and the auto-lock bottom lends the formation of carton, while filling, much easier.

The carton is encrusted in lustrous gold, printed through gravure operation. The remarkable blue background of the carton is thrown by UV-printed inks. What makes the carton even more interesting is the fine registered embossing on the product and the brand.

CONSUMER PACKAGE

# CONSUMER PACKAGE

**Package Name** : MATT BIAXIALLY ORIENTED POLYPROPYLENE [BOPP] FILM FOR ENLIVEN SHELF APPEAL  
**Company Name** : MAX SPECIALITY FILMS

MAXOPP H1 is transparent one side matt finish BOPP film. It is one side corona treated glossy surface & other side is untreated matte surface. It exhibits original printing color, and present stereoscopic vision with unique aesthetic effect and differentiated shelf appeal.

**Main Features:**

- Good aroma & moisture barrier
- Good stiffness & mechanical properties
- Water / oil / grease resistant.
- Contribution to purchase appeal

Consumer-valued design enhancement features

18 µ High Matt Max BOPP

10 GSM Ext. LDPE

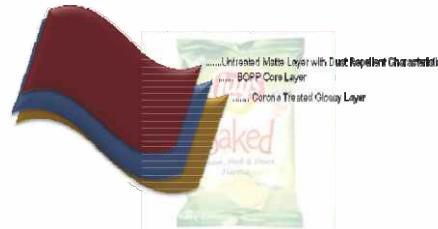
10 µ Met. PET

40µ PE

INDIA



CP-20



INDONESIA



CP-46



**Package Name** : CLUB MILD 'BICKER PACK'  
**Company Name** : BENTOEL GROUP

A new cool pack so-called 'Biker Pack' was introduced to give an excitement to Club Mild Brand consumers. It's called 'Biker Pack' since a biker of motorcycle can take out a cigarette from the pack by using one hand.

This stylish innovative pack is completed with special graphic design themes, which caters specifically to the huge music and biker club & community, embodies metallic designs of a guitar and motor bike cool images as a series, which is collectible by Club Mild loyal consumers.

**Materials:** High quality surface print board, special ink for highlighting the luxury look of the pack.

**Converting:** Special 3D shapes emboss design.

**Package Name** : TWISTY PACKAGE  
**Company Name** : PT. BUKIT MURIA JAYA

Twisty taken from existing product which still needs to improve. This package is suitable for packaging of fast food such as kebabs or Hot dogs. Twisty packaging concept was adopted from Indonesian traditional meals like lemper, by tearing twisted round the packaging until the minimum grip without hands dirty.

INDONESIA



CP-42





INDONESIA



CP-49



**Package Name** : GOLDEN PYRAMID  
**Company Name** : BENTOEL GROUP

Golden Pyramid Pack design is specially made to bring up the product image of premium dates (called 'kurma'). This is creative and attractive packaging that applies pyramid structure is made to reflect the pyramid in Egypt which is known as one of the wonders in the world. This Golden Pyramid packaging design is suitable for bringing up the product image of exclusive and premium Egypt dates with melted chocolate flavor. This eco-friendly packaging offers other benefits such as: easier to carry due to its compact size, easier to stack / store and attractive display to fulfill the consumer's needs.

**Materials:** Metallizedvory Board 230 gsm.

**Finishing:** Offset printing and matt / glossy finishing

**Package Name** : ENERGY SHOT IN STANDING THERMOFORMING PACKGING FORM  
**Company Name** : PT BINTANG TOEDJOE

The ready to drink 'Extra Joss NITROS' is the first energy shot in Indonesia even in the world that use thermoforming packaging. This thermoforming packaging is designed as alternative packaging for energy shot beside of glass bottle and plastic bottle packaging which already common in the market.

Thermoforming packaging can provide various form of packaging that is more attractive in appearance and still delivering convenience for the consumer. 'Nitros' is also becoming more attractive since the packaging itself can 'stand', so it becomes easily be displayed and of course add its unique selling point.

INDONESIA



CP-45



INDONESIA



CP-48



**Package Name** : GOLDEN DURIOD  
**Company Name** : BENTOEL GROUP

In Asia, durian has been known as the 'King of the Fruits'. In Indonesia, one of the most favorite durian pack is called as 'Lempok Durian'. A new packaging so-called: 'Golden Durio' offers a new premium image and pleasure adventure to the consumer who loves 'Lempok Durian'. In addition the new packaging design gives extra protecting to the product by using metallized baseboard as the main packaging and foil-paper bundling. The uniqueness of the structure replicating the durian form is that it can also be splitted as an individual packs.

**Materials:** Metallizedvory Board 237 gsm.

**Finishing:** Offset printing, emboss effect, glossy lamination.

# CONSUMER PACKAGE

**Package Name** : KRAKATAU PENCIL COLOR PACK  
**Company Name** : BENTOEL GROUP

The new Krakatau pack is specially designed for professional artists that require stronger pack for their premium color pencils. The current packaging is usually damaged before the color pencils are used up. This cardboard packaging adopts the name of one great mountain 'Krakatau' in Indonesia owing to its strength and unbreakable for professional artists.

The uniqueness of the pack is its structure which looks like a screen divider with multilayer of hard cardboards. These multilayer cardboards are laser cut to produce parallel long columnar holes. The holed cardboards are used to store and protect the color pencils in a unique way, so that the professional artists can choose and take out the color pencils can easily without spilling-out of the pack.

INDONESIA



CP-50



INDONESIA



CP-47

**Package Name** : DESO' SANDWICH WRAPPER  
**Company Name** : BENTOEL GROUP

Nowadays, fast-food has been increasingly popular for young and busy people. One of the most popular fast food is long sandwich. The Double-Steps Opening (DESO) sandwich wrapper design is introduce to improve the wrapper in such a way the consumers can eat the sandwich step-by-step in accordance with the position of perforated 'DESO'. The concept offers a new way of eating long sandwiches. Consumer can eat the sandwich step-by-step without spilling the food while enjoying the best taste of long sandwich in more hygienic way. This eco-friendly food packaging is also made compact in size for easy take-away sandwich.

**Materials:** Ivory Board 230 gsm

**Finishing:** Offset printing

**Package Name** : PLASTIC CUP MAKING LONG SHELF LIFE CORNED BEEF AVAILABLE  
**Company Name** : TOYO SEIKAN CO., LTD. / MEIDI-YA CO., LTD. / FORICA FOODS CO., LTD.

Statement not available



JAPAN



CP-29



# CONSUMER PACKAGE



JAPAN



CP-25

**Package Name** : COSME DECORTE AQMW POINT MAKE  
**Company Name** : KOSE CORPORATION

Statement not available



**Package Name** : LEUPRORELIN INJECTION KIT WITH SAFETY DEVICE  
**Company Name** : TAKEDA PHARMACEUTICAL COMPANY LIMITED

**a) Description:** (Limit 50 Words) briefly describe application/function of package

The integrated injector with safety device has 2 compartments for microcapsule and vehicle, and offers aseptic condition with improved usability and safety profile for health-care professional. This injector can achieve the drug suspension preparation and air expelling with needle cap attached, and keep aseptic condition in the injector before injection.

**b) Material:** (Limit 30 Words) Provide information of material used for the package

Glass barrel (Borosilicate glass), Rubber stopper (Butyl elastomer), Needle (SUS304), Front assembly, Needle cap, Finger Grip, Plunger rod and Safety device (Polypropylene)

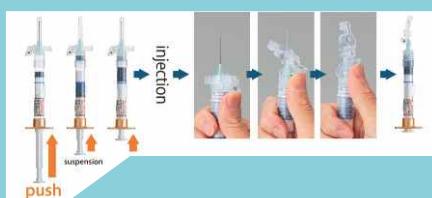
**c) Size:** (Limit 30 Words) Provide size dimension of the package

Length : 300mm, Width : (Safety device) 32mm, Syringe width : 12.5mm, Weight: approximately 15g

**d) Inspiration:** (Limit 60 Words) Extra information such as design concept of the package, inspiration of package, etc. This integrated injector has "all-in-one" feature which not only offers the convenience as ready for injection more quickly than vial, but also reduces the risks of contamination during reconstitution and that of needle-stick injury while handling the syringe, and reduces the storage space, total amount of waste and the inventory control resource in clinical practice.



CP-28



CP-54

**Package Name** : DOSE PACK  
**Company Name** : KANAE COMPANY

Statement not available

# CONSUMER PACKAGE

Package Name : ADDICTION READY TO WEAR PALETTE  
 Company Name : KOSE CORPORATION



CP-26

Statement not available



CP-53



Package Name : LLL WORKS (FUTAE GAUZE & PILE)  
 Company Name : EIGHT BRANDING DESIGN CO. LTD.

The product is folded so as to expose both colors in the finished package, which can be touched through a open hole in the center.

The package takes the shape of a book so the display in the storefront is made more applicable leading to the expansion of sales channel.

The project deals with producing new category of towels with design edge in collaboration with highly skilled artisans from all around Japan.

The logo design is intended to visually symbolize the shape of towel texture, while the sound of the brand name pronounced as “lu-lu-lu” brings fun feeling and pleasure in Japanese.

Thin white cardboard

10×10×2.2cm , 17×17×2.2cm , 24×24×2.2cm

Package Name : AIR CUSHION FOR LCD TV  
 Company Name : SONY CORPORATION



CP-30

**a) Description:** Air cushion is ideal for LCD TV package, which should be replaced from EPS material from now on. It's better for both environmentally and economically point of view. The idea such as Hammock design and several fail safe structures, has realized the enough protection against the logistics requirement.

**b) Material:** Film material made by PE+PA is used to construct the air cushion. Corrugated Cardboard is used to protect from the impact from the outside.

**c) Size:** L\*W\*H : 1088mm\*118mm\*661mm

**d) Inspiration:** To realize this structure, we've considered the variation of air pressure depend on the environment such as temperature and altitude.





SINGAPORE



CP-24



**Package Name** : MOONCAKE BOX 2012  
**Company Name** : STARLITE PRINTERS (FAR EAST) PTE LTD

**Description :** The mooncake box comes with 2 drawers, each of the drawers is designed to hold a regular size mooncake. Unlike most drawer boxes that are made with thick grey chipboard, only cardboard is used for this construction. The box can be reused for small accessories storage after consuming its content.

**Material:** This product is made with 425gsm coated one side board laminated with metallised film. A string is being attached to the drawer to serve as a handle

**Size:** The dimension of the Mooncake box is 126mm (width) x 118mm (depth) x 127mm (height).

**Inspiration:** The mooncake box is designed with the intention of giving it a second life, that is, to reuse it as an accessories storage box. To allow personalization, a photo slot is incorporated to the inner surface of the top flap. Typically, drawer boxes are made with wood or chipboard, these are more expensive and resources demanding comparing with this design.

**Package Name** : 10th PACKAGING SEMINAR INVITATION BOX  
**Company Name** : STARLITE PRINTERS (FAR EAST) PTE LTD

"Unlock the Drawers", that is the crux of the 10th Packaging Seminar Invitation Box. A locking mechanism has been built into the box preventing the drawers from sliding out, a novel idea for a paper based product. A palette together with a vibrant flow of colours complemented the box design.

**Material:** This product is made with 305gsm coated one side board and is recyclable. The box is printed with 5 colors and is coated with a special UV effect varnish.

**Size:** The dimensions of the 10th Packaging Seminar Invitation Box are 110mm (width) x 110mm (depth) x 75mm (height).

**Inspiration:** A palette together with a vibrant flow of colours has been depicted on the top of the box to accentuate the word "Art" present in the event theme, "Mastering the Art of Packaging". One innovative concept of the box is the introduction of a locking mechanism for the drawers which is an uncommon feature for a cardboard based product.

SINGAPORE



CP-23



SRI LANKA



CP-40



**Package Name** : "JONES" POP DISPLAY  
**Company Name** : STAR PACKAGING (PVT) LTD

**Description:** Jones display is a good solution for transportation & point of purchase displays purpose. This display comes with 2 parts. Top part holds the products and bottom can use as a base of the unit and unit outer well. When transporting this unit can be converted into a box and after transportation it can be converted to display.

**Material:** This unit made of E flute 3 ply, 5 ply B & C corrugated fluting board and it fabricated with 4 color digital printed stickers and flexo print.

**Size:** Prefix: 18 x 22 x 33 inches  
Postfix: 18 x 22 x 73 inches

**Inspiration:** Due to state of the art design, this point of Purchase (POP) Display unit can be used as a transportation package too. Once the items are stored in the rack, it can pull down to bottom part as the storage and transport as a box. At the destination this can be pulled back and converted into POP display easily. This hybrid version of POP display is economical, environment friendly and effective solution for the users.

CONSUMER PACKAGE

# CONSUMER PACKAGE

**Package Name** : "BABY & ME" COUNTERTOP DISPLAY  
**Company Name** : STAR PACKAGING (PVT) LTD

**Description:** An elegant countertop unit, which has been developed to promote the product & enhance the brand visibility. This unit has been used in the "Baby and Me" milk powder launch. It was designed to keep on countertop and display milk powder tins.

**Material:** Made of E flute 2 ply corrugated board and it fabricated with 4 color offset printed box board.

**Size:** 25 x 13 x 3.5 inches

**Innovation:** This was designed as low cost & environment friendly disposable display unit to use as a countertop display. It receives customers attention because of the elegance and the unique design and therefore, an ideal promotional material. Even though its made up from mix of corrugated and box boards, due to the state of the art design its looks like as if made of from plastic materials.

SRI LANKA



CP-41



SRI LANKA



CP-38



**Package Name** : BARREL SHAPED LIQUOR GIFT PACK  
**Company Name** : KENT DISPLAY (PVT) LTD

**Description:** This is strong barrel shaped display was designed to meet the client's requirement to design an out-of-the-ordinary display.

Barrel type hinges have been used to open / close. Magnetic looks keep the display firmly closed. Cord handle is used for easy carrying. Brass badges are used for branding.

**Material:** Made out of teak wood. The grains in the wood have been highlighted & maintain to add character. All materials used are Biodegradable.

**Size:** External Dimension is 125 x 325 mm (Diameter x height)

**Innovation:** Whilst adding value to the product, the box stands out from the conventional packaging. When displayed in store, it would be eye catching & easily identifiable. This innovative gift box was designed by us to meet exciting standards required by the client.

**Package Name** : BEE HONEY DISPLAY CASE  
**Company Name** : KENT DISPLAY (PVT) LTD

**Description:** At the request of Bee Honey manufacturer for exclusive concept in packaging, we developed this unique new design pack in the shape of a honey comb. Whilst adding value, it protects the bee honey bottle stored within.

Could be used for storing some trinkets after the contents are used.

**Material:** Made out of Pine wood. The natural color has been maintained. It has carrying handle for easy transport. Branding is possible on the exterior. All materials are used are Biodegradable.

**Size:** External Dimension is 158 x 190 mm (Diameter at maximum point x height)

**Innovation:** The box stands from the conventional packaging, to safely pack the product for display & transport. The product could be easily identifiable on shelf. This innovative gift box was designed by us to meet the exciting standards required by the clients.

SRI LANKA



CP-39





SRI LANKA



CP-37



**Package Name** : TEA ENVELOPE DISPENSER  
**Company Name** : KENT DISPLAY (PVT) LTD

**Description:** This open dispenser is used to dispense tea envelops, sugar & creamery sticks. 72 tea envelopes in different flavors could be displayed in open area together with of 72 sugar /creamery sticks. The drawer at the bottom could be used for storage of extra stacks for replenishments.

**Material:** Made out of Toona wood. Branded with brass plate. Interior is velvet lined and the partitions are of Perspex. Bump-ons are used as an anti sleep agent. All material are Biodegradable.

**Size:** External Dimension is 370 x 327 x 175 mm (length x width x height)

**Inspiration:** The display has an antique look. This handy unit is used for tea preparation at individual tables, in hotel room for self service & very popular in breakfast service areas in the high volume of tea envelopes displayed.

**Package Name** : BOWL CAN MICROWAVEABLE  
**Company Name** : ROYAL CAN INDUSTRIES CO.,LTD

**Description:** Bowl can is the renew shape of can for marketing approach and can be utilized with retort products proposed customers to use with microwave.

**Material:** Laminated Tin Free Steel Laminated steel comprises of a tin free steel substrate that is constructed by bonding multiple layers (PET film) of material together.

This particular lamination process essentially 'fuses' the substrate between layers of plastic film under a strictly controlled environment with the aid of heat, pressure and adhesive.

**Inspiration:** To change attractive with its modern appearance of the packaging for consumers can use to convenience of the new lifestyle which appeals to the new generation. The Microwaveable can using today most for lifestyle. Involve safety and eco friendly.

Ample graphic printing space for enhanced display and product information.

THAILAND



CP-33



THAILAND



CP-51

**Package Name** : PACKAGING DESIGN FOR MIXED MANGOSTEEN EXTRACT SOAP  
**Company Name** : MS. JUTHAMARD CHARDENPONGMALA

CONSUMER PACKAGE

# CONSUMER PACKAGE

**Package Name** : PHUKET SINO-PORTUGUSES, TIN BOX  
**Company Name** : PORNTHIP (PHUKET) CO.,LTD

THAILAND



CP-31



CP-36



THAILAND



**Package Name** : GIFT SET MOTHER'S DAY  
**Company Name** : THAI CONTAINERS GROUP CO., LTD

**a) Description:** The package contains a pillow for Mother's day event. This eye-catching shape can be setup without glue and effectively display product through its windows. Additionally, the packaging is designed to add more function by applying the handheld that support product conveniently during transportation.

**b) Material:** 4 colors offset printing + OPP coated on corrugated board E flute.

**c) Size:** 365 x 150 x 365 mm

**d) Inspiration:** Designer creates more value of product through the packaging design by adding curve shape that represents smoothness of product. The graphic on packaging also represent modern design in natural look with special technique printing (spot UV) and instead space with product (white flower). Graphic theme " Country Blossom " represents profound relationship between mom and child by the country flower graphic style (country = mom) and the contemporary colors (contemporary colors = child).

**Package Name** : GIFT SET SONGKRAN'S DAY  
**Company Name** : THAI CONTAINERS GROUP CO., LTD

THAILAND



CP-34

**a) Description:** This package was designed for Songkran Festival (Water Festival) containing Thai flower garland, perfumed powder, scented water and golden bowl. The foldable panels can display all accessories inside while protecting each items from impact when transport. Thai delicate elements were selected as graphic on the package to enhance value and quality of product.

**b) Material:** 2 colors offset printing + OPP coated on corrugated board E flute.

**c) Size :** 160 x 160 x 150 mm

**d) Inspiration:** The design is meant to deliver an elegant gift set for Thailand's important tradition. It is inspired by the refined culture of Thailand. The additional design criteria for current Ecological needs included using minimal packaging to reduce cost, emphasizing environmentally considerate materials. The design removes the need for additional Packaging and filler material cutting down on waste and the packaging doubles as its Own shipping box.





THAILAND



CP-32



**Package Name** : SOFT DRIED THAI FRUITS, PORNTHIP  
**Company Name** : PORNTHIP (PHUKET) CO.,LTD

**Description:** The rustic black box has colorful pictures of fruits. The box uses Spot UV technique in the design to make the pictures attract customers easily. Moreover, it uses brand recognition technique by putting a fruit logo sticker as a signal to guarantee high quality and tastefulness of the product. The special features add value to the product making it shine as a tourist souvenir product of premium quality. Also, the design and details make this product stand out when placed in shelves together with the products of other brands.

**Material:** Paper with Spot UV

**Size:** 5.5 cm. x 12 cm. x 18.5 cm.

**Inspiration:** The idea was to solve the problem of the unpleasant texture and look of the soft dried Thai fruits. This packaging makes the product presentable and the fruit picture illustrates clearly the fruit name making it easy for the customers to select.

The intention to make a difference for soft dried Thai fruits and add value to the product making it a product of truly premium quality.

**Package Name** : GIFT SET PAPER CUP SCG 100TH YEARS ANNIVERSARY  
**Company Name** : THAI CONTAINERS GROUP CO., LTD

THAILAND



CP-35



CONSUMER PACKAGE