

A decorative graphic consisting of two large, curved, multi-colored lines that sweep from the left and right sides towards the center, framing the text. The lines are composed of several parallel strokes in shades of blue, green, and yellow.

# Consumer Packages

*The Star Performers in Packaging*

## EBM TUBE (EXTRUSION BLOW MOULDED WITH BI-INJECTION FLIP TOP CAP



**Company:** ALPLA INDIA PVT. LTD., **INDIA**

ALPLA EBM Tubes are moulded in a BMU Technology with customer Logo, profile engraved ('H' of Himalaya) on its body which stands as an anti-counterfeit feature and makes the tube unique. Specially designed Bi-injection flip-top caps are produced for these tubes. The process involves usage of In-Line grinding and recycling of trims that are converted into re-processed granules instantly and added to the process without affecting tube Quality. This also reduces Virgin Plastic Resin consumption leaving less Carbon Foot prints on Environment.

Cost Effective, Environment Friendly, Anti-counterfeit design and manufacturing process gives an edge to these ALPLA Plastic Blow Moulded Tubes over conventional Multilayer Lamitubes and Co-extruded Tubes.



CP-59

## 50 CI ALU BEVERAGE CAN



**Company:** CAN-PACK INDIA PVT. LTD.  
(BEVERAGE CAN PLANT), **INDIA**

The Foster Thermo is a special can, made with the rich thermochromic ink. The part of the can printed with thermochromic ink changes the colour when the beer is extra chilled and comes back to its original colour when the beer is at room temperature. Thermo-chromatic icon on the pack shows consumers when their beer is extra-cold and most refreshing. But the best part is it excites the innovation hungry consumers.

**b) Material:** The main raw material for the can is aluminium and the attractive printing is done using environment friendly water based food grade inks and lacquers.



CP-37

## APTAR'S NON-AEROSOL FINE MIST SPRAY TECHNOLOGY TO AFFIX TO METAL CAN



Company: APTAR BEAUTY + HOME, **INDIA**

Aptar's Non Aerosol FineMist Technology for metal cans based on a Precompression Fine Mist pump platform, which allows superior atomization of various products.

**Non Aerosol Based Package:** Does not require propellant for dispensing (rather utilizes precompression pump mechanism)

**Discrete spray:** Predetermined dosage per actuation. Particle Size optimized for long lasting perfuming

**Spray Insert Technology:** As there is no propellant in this package, the spray insert or MBU (mechanical break-up unit) atomizes the product. Matching the MBU to the product formulation is key to achieve optimal spray performance.

**Eco-Friendly**

**Product Integrity :** no propellant mixed with the product

**Safe and Sustainable**

**MATERIAL:** The used materials within the Pump mechanism are high grade of Polyolefins (PP and PE) which guarantee long term compatibility with customer formulations. Mounting cups in tinfoil plate plain or lacquered, assembled with a rubber gasket allows a proper seal between the pump and the can.

**INSPIRATION :** Value Proposition : "No Gas, Only Fragrance"



## ETACEPT RECONSTITUTION KIT



Company: CIPLA LTD., **INDIA**

This reconstitution kit is unique and eco friendly. The enhanced pack is designed to house individual components such as (1) 1ml sterile water for injection (2) Disposable syringe (3) 25 gauge needle (4) 27 gauge needle (5) Alcohol swab

- In inner pack all above components are placed in slots which hold the contents and also gives sterility
- PET is used to create display window
- Outer sleeve has locking system to ensure the pack doesn't open when the pack is inverted.
- Attractive graphics enhances the aesthetic appeal of the pack
- Clear illustration are printed with steps making this pack user friendly.
- Size of the carton: 213 X 25 X 134 mm after forming
- Easy in handling



CP-48

## RAJNIGANDHA 10G RIBBED TIN CAN



**Company:** DHARAMPAL SATYAPAL LIMITED, **INDIA**

Rajnigandha is the world's largest selling premium Pan Masala with its exquisite taste. With view of providing their customers a differentiated, stylish packaging, Rajnigandha has come out with the new ribbed Tin Can pack.

Printed three-piece open top metal container with inside lacquer coating and seamed easy-open ends; which makes Can more convenient, easy to use and multi-usable.

It is made of Tin with 36 vertical ribs around the container. The ribs ensure and better holding grip and strength to the Can.

Super wima welding ensures easy opening & makes Can 100% leak proof.

Special Tin lug cap that opens easily, reusable and renders a unique premium feel to the pack. Embossed "Rajnigandha" logo on cap to complete the look.



CP-20

## CHILD RESISTANT BLISTER CARD - FLUCONAZOLE TABLETS



**Company:** DR. REDDYS' LABORATORIES LTD., **INDIA**



CP-75

**Highest CR Rating:** Pack achieved F=2, the second highest child-resistance rating. This optimum safety rating makes the convenient unit-dose package ideal for use in homes with children

**Senior-Friendly:** The easy-to-use design was accessed by 100% of seniors, improving compliance & increasing appeal to vast senior market

**Ease-of-Use:** Pack packaging is simple to understand and incredibly easy to use. Cost-Effective.

**Damage-Free Dispensing:** Pack card protects products from damage. The unique design enables clean and easy removal of rear blister card panels for damage-free dispensing of even fragile capsules,

**Simplicity:** The "one-component" design of Pack reduces specification, inspection, assembly, and graphics, engineering design, & tooling requirements.

**Sustainable package design** due to use of minimal amounts of paperboard

## ACNEDAP GEL



**Company:** CIPLA LTD., **INDIA**

Acnedap Gel' is the product packed in a PIN-POINT tube which is Cipla have brought first time in India. It provides clean, precise & controlled dispensing and gives maximum user friendliness. The PIN- POINT applicator prolongs the life of the product as the applicator doesn't get contaminated after use. The semi transparent cap of the tube is to show case the PIN-POINT Applicator. The carton made of Safire graphic board with drip effect. The design on the tube & carton is very simple. "How to use" is important as this type of packaging Cipla have brought first time in India hence, education patient is of prime importance. Embossing & spot raised UV on the brandname adds value to the pack. The Tube used is a co- extruded tube along with the PIN POINT Applicator. The silver foil stamping around the image & Spot UV on the PIN POINT tube applicator on tube and carton highlights the technology. Carton in rectangular shape with 120 x 23 x 27 mm (L x W x H)

### The key benefits of this pack with Pin-point applicator are:

- Protection from light
- Excellent moisture and oxygen barrier
- Ease in application with soft tip valve
- Clean, precise dispensing
- High aesthetic packaging, and its user friendly

Acnedap Gel with Pin point applicator offers beauty with precision to patients.



CP -49

## EON E-CIGARETTE TRIGGER PACK



**Company:** ITC LTD., PRINTING & PACKAGING  
DIVISION, CHENNAI, **INDIA**

Eon comes stylishly in a "trigger pack", which is convenient to carry as well. The carton works with a "push and trigger" mechanism. "The "pulse" effect of the appealing print graphics is in keeping with the "electronic" nature of the product.

This revolutionary design offers consumers a unique experience of sliding out the e-cigarette from the pack with a push mechanism. Creation of a swiveling tube inside the carton through machine manufacture able route is a result of several inventive steps in structural designing, cutting, creasing, folding & gluing processes.

Owing to the novelty & inventive steps in this pack, it has been applied for grant of a patent. The graphics of this pack are equally unique with an innovative pulsating effect which is reproduced through creative data, development of a specialty varnish & application through cutting edge technology.



CP-27

## HERSHEYS SYRUP SACHET



**Company:** HERSHY INDIA PVT. LTD., **INDIA**

Syrup Sachet offer sachet convenience to consumers who prefer low priced SKU of Rs10. Syrup Sachet maintains unique “bottle shaped profile” which helps easy dispensing through bottle mouth without spillage.

The consumer-pleasing package comes in string format and comes with unique bottle shaped hanger which can be easily hanged in traditional retail shops

**Material:** Extrusion Structure of “12μPET/18μExtr.Poly/18μBOPP/18μExtr.Poly/45μ Poly” provides requisite barrier and is capable of hot filling temperature of 84°C

**Size:** A Multi-Track VFFS packer machine( 4 track ) is used to form the unique bottle shaped die sealing of the laminates of size 80 x 136mm (width x height )

**Inspiration:** Hershey Chocolate Syrup was primarily used as chocolate dressing .The horizon was to move the category from dressing to milk enhancers and hence communicate the message of “Usage with Milk” through Packaging.

Sachet with unique bottle shaped die were in lines with brand image of Hershey Syrup and also provided increased penetration among current consumers.



CP -46

## HERSHEY COCOA PACK



**Company:** HERSHY INDIA PVT. LTD., **INDIA**



CP -45

To develop Packaging Unit for Hershey Cocoa Powder and to effectively communicate the message of authentic baking experience through Packaging. Hershey Cocoa Container is a wide mouth rectangular canister which is effectively designed considering shelf space in retail store and kitchen cabinet .The print advertising effective promotes Hershey Brand.

**Packaging /Material:** 225g Thin walled injection moulded Polypropylene container

Special Polypropylene reliance grade of B400MN with high-flow properties, particularly low melt viscosity Wall thickness of range 0.7-0.8mm is achieved from top to bottom of container, which has provided higher material cost savings compared to conventional injection moulding.

**Inspiration:** Objective of using thin walled injection moulding was that it focuses on mass—producing plastic parts that are thin and light so that material cost savings can be made and cycle times can be

as short as possible. Shorter cycle times meant higher productivity and lower costs per part

Hershey Cocoa Powder is available with convenient press —fit re-closable lid. Lidding foil is “Heat Sealable Paper Wad ”compatible to be sealed with PP container to counter any infestation issues.

## SQUARE PAIL FOR LUBE OIL WITHOUT GASKET



**Company:** HINDUSTAN PETROLEUM CORPORATION LTD.  
(HPCL), **INDIA**

### Description:

- First of its kind in Lube oil Packaging globally for packs 7.5 Litre, 10 Litre, 15 Litre, 20 Litre
- Copyrights & Design rights owned by HPCL.
- Has 100% leak proofness without gasket.
- Has additional cost saving & material saving in pail.
- Achievement of attractive shape in optimized weight supporting SUSTAINABILITY agenda; without compromising key performance parameters like Drop impact strength, compression strength, drop impact, easy stacking, easy lid fitment, etc.
- Mould developed indigenously in India in short span of time.

**Material:** Polypropylene Co- polymer (PPCP)

**Inspiration:** The Square shaped PPCP pails are in market from October 2011. Putting gasket into the lid of the pail was highly time & labour consuming job, resulting in slower production affecting the productivity.

In view of this, the design of the bucket has been revised by removing the gasket with smaller iterations in the lock design of the pail. The big challenge was to achieve 100% leak proofness without gasket. Multiple

design iterations in locking have been done during development process in order to achieve desired leak proofness without gasket.



CP-33

## PAPER BOAT PROFILE POUCH



**Company:** HUHTAMAKI PPL LTD, **INDIA**

This specialized profile cut stand-up pouch with the slim look is well in line with the 'HEALTH' concept of the drink, which has been achieved through the profile cut of the pack & the stand-up with spout feature provides the ready to drink functionality & a distinctive self presence to the product.

Profile pouching is a specialized operation wherein profiling is done online during pouching process on the pouching machine. This ensures good quality pouches with better aesthetics as compared to offline profiling.

The laminate structure has been specially designed to withstand the hot filling process (90 degree Celsius) at high speeds. Foil gives high barrier & Nylon gives the strength to the entire pack to hold 250ml liquid. High quality adhesives have been used to ensure zero leakers even at 90 degree C.

Matte look of the pouches provide the Paper look to the package which associates well with the placement of the product in the market i.e. home-made traditional drinks – Aamras, Jaljeera etc.



CP-82

## MOSCOVSY PROFILE POUCH



**Company:** HUHTAMAKI PPL LTD., **INDIA**

A unique combination of aesthetics and material specification to take care of the product requirement.

This pouch was developed by us keeping in view the Russian market requirement.

It is 9 colour job with 4 layer of material structure designed to avoid the foil cracking as well as give body to the pouch so that it can stand on shelf without buckling.

This is a shaped pouch with zipper and foil based structure for enhancing the value of the product by giving it a premium look and required shelf life.



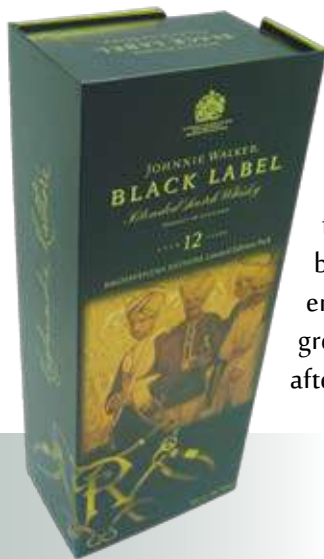
CP-81

## RAGHAVENDRA RATHORE BLACK LABEL GIFT PACK



**Company:** PRAGATI PACK (INDIA) PVT. LTD., **INDIA**


The Black Label Raghavendra Rathore pack is a case of Scotch Whiskey wearing royal Indian attire! Designed by the famous fashion designer Raghavendra Rathore, the box is designed to look like the "BANDGALLA". This box is designed to bring an Indian touch to the Black Label brand, and it is a unique pack.



CP-42

The box is printed multicolour on metallised PET with matt and gloss finish to simulate the gloss level of cloth. The antique picture and the royal emblem are printed printed and embossed to give a royal impression. The box is best viewed from the perspective view facing the opening. The shiny Inner shirt, embossed button and the edge piping looks fantastic, The collar is also a special attraction with embossing and spot UV. The micro embossing of the signature and small letters give greater impression. The bottle is rested in stain cloth to continue the premiumness after opening of the box.

## KWIKNIC RECLOSABLE PACKS

 **Company:** ITC LTD., PRINTING & PACKAGING DIVISION, CHENNAI, INDIA

This pack developed for the two variants(Mint and Paan) of KwikNic Chewing Gum range is not only a treat for the eyes but also costumer conscious-just like the product. This innovative and intriguing design has a lot of interesting features. Focus has been solely to make the pack a high utility one.

**Structure:** The size and the design is sleek and compactso it is easy to carry around. Tabs have been provided for user convenience and reclosability .The tabs can be pulled and refixed to close the carton. There is also a slot for small hand tissues that can be removed with ease for disposing the gum after consumption as a step towards responsible disposability. There is a special slot provided for the user manual to be enclosed for reference as well.

**Finishing:** In order to give the carton a sophisticated look and feel, an additional matt finish coatinghas been given on the textured varnish. This also helps in giving additional scuff resistanceproperties to the print. High quality finishing is very evident in this carton with embossing on the brand area done in such a way as to give a shadow effect.



CP-28

## MILESTONE 100 - 3 PIECE CARTON

 **Company:** ITC LTD., PRINTING & PACKAGING DIVISION, CHENNAI, INDIA

This award winningcarton design for Som Group's ambitious venture Milestone 100 in association with ITC's Packaging & Printing Division displays exuberance of Carton Packaging. There are 3 detachable partsthat come together to form this carton. The outer frames are diagonally separatedincreasing openability as well as reclosability. The top & the bottom contains spot UV providing line patterns and gold foil stampingon the brand name all over the parts.

When we talk of a liquor packaging, the first thing that comes to our mind is the strength of the carton.Theinsert on the other hand has gold lacquer printingall over it. And that's not all. The insert also has black reverse printing. The bottom gets locked with the insert, when put together, which increases the bond of the pack. This diagonally cut separable carton is the very first of its kind in the liquor market.This innovative idea has been converted into reality by ITC and it has picked many accolades around the globe including the "Monocarton Packaging Excellence" of the Year Awardand also the "Gold Quality Award" at Monde Selection 2014 Bordeaux, Belgium.



CP-24

## DARK FANTASY CHOCO MELTZ TRAPEZOIDAL CARTON



**Company:** ITC LTD., PRINTING & PACKAGING DIVISION, CHENNAI, INDIA

Engineered for yet another launch from ITC Foods, in premium cookies segment, the pack boasts of stand-out trapezoidal design and tamper-evidence.



CP-31

Use of virgin grade board, veneered with metallized polyester film, the carton has areas of gloomy and lustre effect. The pack also is entrenched with caterpillar tea strip and easy locking mechanism to provide tamper security and reclosability.

Large portion of the carton is lathered with super-dim matte varnish, gold colour logos panels, along with the motif, blends perfectly to the chocolate perception. All-in-all, with an exceptional trapezoidal structure and virtuous matte finish, this carton surely made a lot of heads turn for the growing chocolate cookie-loving mass in India.

## PARK AVENUE BEER SHAMPOO



**Company:** J.K. HELEN CURTIS LTD., INDIA

**Introduction:** It's time for our hair to wake up and say cheers. Presenting the Park Avenue beer shampoo, the first product of its kind in India. This shampoo is made with real beer as an active ingredient for your daily use that shampoos and conditions your hair..

Highlighting feature of the package is that it is a replica of a beer pint.

**Bottle:** The material of construction of the bottle is PET which is transparent showing color of the product which is Golden-Yellowish required to have Beer bottle look.

**Cap:** The cap has a golden flip in the form of a crown to resemble the Crown Metal cap on the beer pint. Additional to attractive looks the flip top caps enables easy dispensing of the product and also enables the consumers to smell the product prior purchase.

**Label:** Label is foiled with Golden color foil to give Jazzy look of Beer bottle. The metalized label is carefully chosen to contrast the color of the product and stand out of the shelf. Foiling is done on the label to give a jazzy look of the beer bottle. The neck label is uniquely crafted to smoothly stick around the profile of the bottle and also help in giving the bottle a completely filled look.

Overall, the package is successfully creates an image of a beer pint in the minds of the consumer still the design of the bottle, cap and label was modified to suit the requirements of personal care product category..



CP-85

## HENKO MATIC L INTELLIGENT 1KG CARTON (TOP / FRONT LOAD)



**Company:** JYOTHY LABORATORIES LIMITED, **INDIA**

Henko Matic LINTelligent is a 3 ply E fluted RTI (Reverse Tuck-In) carton having a 5th panel. The carton is laminated with Metalized PET having registered Fresnel lens. The surface printed carton is also decorated with textured varnish & high gloss UV spot varnish.

### Material:

- Printing substrate = 23 micron Metallised PET
- Top Ply = FBB 240gsm 18 BF
- Fluting Ply = Kraft Paper 120 gsm 20 BF
- Inner Ply = Gold Kraft Paper 150 gsm 24 BF

**Size:** Length x Breadth x Height = 173 x 83 x 170 mm

**Inspiration:** The objective was to create an innovative packaging that looks premium with an unique shape, printed in vibrant colors & has distinctive memory structures that will differentiate it within the sea of category expectations. This was achieved by registered Fresnel Lens which highlights:

The Heart, Henko brand logo, Nano fibre lock technology & Lint depictors.

The 5<sup>th</sup> panel was used to indicate the product variant.



CP-53

## 3D POUCH WITH EXCLUSIVE TAMPER EVIDENT PULL TAB RECLOSABLE ZIPPER



**Company:** MONTAGE GLOBAL PVT. LTD., **INDIA**

This reconstitution kit is unique and eco friendly. The enhanced pack is designed to house individual components such as (1) 1ml sterial water for injection (2) Disposable syringe (3) 25 gauge needle (4) 27 gauge needle (5) Alcohol swab

- In inner pack all above components are placed in slots which hold the contents and also gives steridiness
- PET is used to create display window
- Outer sleeve has locking system to ensure the pack doesn't open when the pack is inverted .
- Attractive graphics enhances the aesthetic appeal of the pack
- Clear illustration are printed with steps making this pack user friendly.
- Size of the carton: 213 X 25 X 134 mm after forming
- Easy in handling



CP-50

## HIMALAYAS' FIRST EXTRUSION BLOW MOULDED TUBES WITH BI INJECTION CAP



**Company:** THE HIMALAYA DRUG COMPANY, **INDIA**

Himalaya Blow Molded Tube is manufactured by Extrusion Blow Molding process where we get an extruded plastic with an integral shoulder blow molded to take shape of a tube.

Bi-injection molded caps with Brand Himalaya colours – Teal Green with Orange ring, Himalaya logo & profile engraving on tube & curved silver foil on label helps the tube enhance its shelf appeal.

Its monolayer structure makes it recyclable unlike Co-Extruded tubes

### Inspiration –

Himalaya is No.1 brand for face washes. We have been facing issues of counterfeiting at a large scale particularly for “Purifying Neem Face Wash” which is the maximum selling Face Wash in India. This technology helped us fight counterfeiting by giving unique design of Himalaya logo & profile engraved onto the tube.

Apart from counterfeiting, it has brilliant aesthetics. With Engraving on tube & bi-injection molded caps, visual appeal of the pack is further accentuated by giving Silver foil on the curve at the bottom of the label matching the profile of the tube which helps them stand out in the market



CP -60



CP-67

## CAPPUCINTECH COFFEE



**Company:** BUKIT MURIA JAYA, PT/BMJ, **INDONESIA**

‘Cappucinteh’ is a package for ‘three in one’ coffee (a mixture of coffee powder, creamer and sugar in one sachet).

A more economical and practical solution, the elegant and attractive package can be used as a display, giving an impression of premium class when on retail shelves. The outer box is designed for convenient carrying with the use of handles.

Material used: Ivory Board 300 gsm.

Feature & effect: Spot UV, Drupp & Embossed

## HIOWNA TIN CAN WITH EASY PEEL OFF LID



**Company:** THE HIMALAYA DRUG COMPANY, INDIA



CP -63

This pack designed and developed for safety, easy openability (Senior citizens convenience), eco friendly & sustainable packaging

**Material:** Material for construction in Tin Easy Peel of Lid is made of Aluminium Foil

**Dimensions:** 85.5mm (Dia) X 130mm (Height)

### Inspiration:

- Can is printed in multicolour resulting elimination of label, thus directly reducing carbon footprint
- The easy peel of lid ensures that it gets peeled off with least force
- The Easy peel of lid does not leave sharp edges hence safer compared to other types (ring lid tagger and easy open ends)
- Use of Tin Can eliminates 200 Tons of Plastics which leads to 600 tons of Carbon emission from the environment.

## HIMCAL SUSPENSION BREATHABLE MEMBRANE PLUG



**Company:** THE HIMALAYA DRUG COMPANY, INDIA

Bulk pack with breathable membrane to manage the pressure and gas excreted inside the container without affecting efficacy of the product.

- The material of membrane is PTFE (Polytetrafluoroethylene)
- The breathable membrane is fused with LDPE plug in injection moulding machine
- Pore size of the membrane is 3 micron
- Material is rigid, chemically inert, thermo stable and hydrophobic in nature

### Inspiration:

- Equalise Pressure: The porous membrane of the plug allows formed gas to escape and prevents container from bulging. Maximum pressure it can hold 0.6 bar.
- Prevent Liquid Penetration: PTFE membrane prevents liquid penetration to avoid contamination and thus, maintains product quality.
- Chemically Inert: PTFE membrane is chemically inert hence helps to maintain product stability.
- Thermal Stability: Membrane is easily processable at injection moulding machine due to its good thermal stability.



CP -64

## HIMALAYA PURE SKIN NEEL FACIAL KIT



**Company:** THE HIMALAYA DRUG COMPANY, **INDIA**

The concept is to pack products which are used during facial mainly face wash, face scrub & face pack. Hence a PP carton is developed to provide maximum visibility of all products with an inner tray to hold these tubes firmly.

Carton is designed like a 'hand purse'; a top handle is given to hold the entire pack easily. It's Easy to carry design, does not require any polythene or any other carry bag. Consumers can easily take away this pack from store to their place of use.

### Inspiration -

- This kit has the entire range of products used during facial activity at home.
- The tubes can be placed back into the cartons and the carton can be locked which will help retain its look even at home after using the products.
- Artwork is designed in such a way that consumers will get to know step wise use and benefits of products given on the front as well back of pack.
- Provides convenient and comfortable handling of products because of the top handle.
- The response to this kit has been phenomenal and we have launched two more variants – Oil Clear Facial kit & Fairness Kesar Facial kit.



CP-62

## 'RABBIT COLOR PENCIL' PACK



**Company:** BUKIT MURIA JAYA, PT/BMJ, **INDONESIA**

'Rabbit Color Pencils' Pack is designed for kids that require a stronger package while being easy to open by pulling out a tab located in the middle of the pack. The previous packaging would usually get damaged before the color pencils were used up. This design can protect the color pencils, and kids can take out the color pencils of their choice easily without spillage.

Overall impression: Unique and innovative way to attract kids.

Material used: Ivory Paper 270 gsm, easy to be recycled and environment-friendly

Future & Effect : Drift off



CP-70

## 'NAPAK' PACK

 **Company:** BUKIT MURIA JAYA, PT/ BMJ, **INDONESIA**

'Napak' is created for take-out orders at the movie theater, with the target market being moviegoers who order food and beverages for consumption while movie-watching. This new and unique packaging tray offers a more hygienic option for holding fried snacks such as Nachos or French Fries, provides a proper container for tomato or chili sauce, as well as space for a cup of soft drink - an all-in-one package that makes it easy to carry and consume.

Material used: Trayforma Performance PET W 230 + 40 gsm.

Feature & effect: WB Varnish food grade



CP-69

## DABUR PUDIN HARA ALU FOIL LAMINATE

 **Company:** UMAX PACKAGING LTD., **INDIA**

Alu. foil blister pack is newly developed unique product Printed both side on Hard tempered Alu foil (with six colours Print on Front side and one colour printing on back side. The High gloss heat resistant print effect achieved on Alu. foil differentiate from any other conventional print done by Flexo or Rotogravure having maximum 2-4 colours.

### Appearance:

- Printing: 6 colours registered print with half tone on rotogravure along with back side printing with 1 colour. (\* No. of colours can be extended to 9 nos.)
- High gloss as UV /EBM coating
- Back side printing

### Functional properties:

- Scuff Proof
- Scratch Proof
- Temper proof
- High heat resistance
- Good optics
- Good ink Adhesion
- Both side printed on hard temper foil.
- Inside VMCH coating for blister application.
- Inside printing to avoid tempering.
- High heat seal coating with low SIT for leak proof

### Food grade and Bio- degradability :

- Complete bio-degradable film .
- Food grade application.
- High barrier laminate.



CP-73

## GATSBY HAIR JAM



**Company:** ABLE DESIGN PLANNING CO.  
LTD., JAPAN

- a) **Description:** The Hair Jam is a hair styling product target to young men. Using a blow molding technology, the cross-shaped container was made to offer high grip function. The inner and outer layer are made of polyethylene at different density so that the bottle is made to be soft and stuck to user's hand.
- b) **Material:**  
Bottle : PE (polyethylene)  
Cap : PP (polypropylene)
- c) **Size:** wide 78mm × height 78mm × depth 40mm
- d) **Inspiration:** Using basic colors as red, green and blue on the bottle with a simple product's logo with contrast colors creates a pop and casual effect. The package shape reminds people of the shape of hand styling their hair. The bottle shape, designed to be laid down (to increase its displaying effect in the store shelf) turn it attractive and easy to take.



CP-6

## FINE CELLULAR PET BOTTLE



**Company:** AJINOMOTO GENERAL FOODS INC. &  
TOYO SEIKAN COMPANY LTD., JAPAN

### a) Applications and functions of the packaging

Fi-cell is a PET bottle made with new molding method using fine form technology.

Fi-cell has the pearl like appearance , and light shielding performance.

And Fi-cell is recyclable, because it is formed using nitrogen, and colorant is not used.

### b) Material of the packaging

Bottle: PET

Label : PET

Cap : PE

### c) Size

Width: 60mm

Depth: 60mm

Height: 210mm

### d) Concept

Coloring beverage PET bottles without the colorant in consideration of recyclability.



CP-7

## NK VELVET CC CUSHION



**Company:** COWEY CO. LTD., **KOREA**

### Technical Features:

1. The product uses an airless pump container to remain no contents inside and no risk of missing amount.
2. The product is sanitarily safe to use by giving the amount for one use at a time.
3. The product pumps out the contents through the multiple holes based on the balance between its pumping amount and distribution place.
4. The product is applied on a puff evenly and widely through the multiple (13) holes for convenient use and its moist puff gives the sense of coolness when tapped onto the face.
5. Product functions are maximized by micro dispersing the contents through the multi-outlets and velvet screen.
6. The velvet fabric of the product contains silver threads and an anti-biotic puff was used for hygiene and antibacterial ability.

### Functional Features:

1. Hygienic contents keeping and use
2. One-touch contents pumping and pay-off for convenient use (similar to the pressed powder usage)
3. All of the multi-outlet pumps out equal amount of the contents.
4. A functional puff was used whose back side (a grip part) is anti-pollutant coated for safe long-term use of a moist puff.



CP-10

## DEL MONTE FRUITASTIC JUICE DRINK IN EZ PUNCH SUP



**Company:** SAN MIGUEL YAMAMURA PACKAGING CORPORATION, **PHILIPPINES**

Del Monte Juice Drink in EZ punch SUP Offers easy-open functionality for on-the-go consumers, kids and senior citizens through its laser cut opening. The laser cuts only to the printing surface (PET), leaving the aluminium and PE intact. No over cutting will result as the laser wavelength is specifically designed for PET. Hence protection and preservation of contents are assured.

EZ Punch can cut from vary simple to very complicated customized designs giving the product more marketing flexibility and sales appeal. Aside from no additional investment is needed to shift from the previous structure, suitability for local conditions (product, material, market etc.) are also met. Further more same straw quality can be used.



CP -66

## VX ROTATE



Company: YONWOO CO. LTD., KOREA



CP-9

**Description:** As demand for high quality natural cosmetic increases, many companies pack ingredients separately to isolate ingredients which are difficult to preserve. "VX Rotate" was developed to separate and sustain two different types of formulation allowing users to mix with ease with simple collar rotation just before using the product.

**Material:** Plastic (PP, PE, POM, PETG) , SUS etc.

**Size:** VX Rotate Pump : (W) 40mm x (D) 40mm x (H) 109mm  
VX Rotate Dropper : (W) 40mm x (D) 40mm x (H) 118mm

**Inspiration:** By completely separating two different types of formulation the freshness is preserved for long duration of time, thus contributing best effects to customer by synthesizing two fresh formulations before using the product. Also the collar rotation method allows users to easily adapt and mix the formulation providing conveniences

## COUQUE D'ASSI TOWER



Company: CROWN CONFECTIONARY CO. LTD., KOREA

We have substantialized human interface package that is the structural packaging, which means that you can take the biscuit out of the carton, one at a time. There are two key technologies in this structure. (See drawings) The support of A.Pillow holds other pillows so that they are not pulled out along with the biscuit that it's being pulled out, and prevents the biscuits that are downwardly arranged in a diagonal line from lashing. The support of B.Carton and a double diagonal paper form a downward tilt angle with a diagonal structure. The double diagonal paper prevents your fingers from being caught in an opening, and leaves a space between film and paper so that you can easily pull out the biscuit.

**MATERIAL:** Package material is a paper that can be recycled.

**INSPIRATION:** [Unique Package]

In case of a large quantity of the biscuits, in order for the carton to be conveniently carried, we have made a handle on the top of the carton.

Since the standing type carton shows its spacious area, it can obtain advertising effect only by being arranged on the shelf. As an item that is bought in bulk and eaten for a long time, it can be promoted for a long time.


A novel design is a nice addition to the package structure.

Ex) Front case is designed with the Nutcracker whose mouth is applied for the opening portion, as shown in the picture.



CP-8

## AMOCAN SINGAPORE CHICKEN CURRY PASTE

 **Company:** AMMOY CANNING  
CORPORATION (SINGAPORE) LTD.,  
SINGAPORE

**Summary:** The packaging design is very modern and attractive to present as a gift pack for all occasions. The four different food pastes with hassle free cooking instructions are very much welcomed by the modern busy working professionals who can enjoy a home cooked delicious meal within minutes.

**Product Description & Function:** The consumer just need to open the easy-open box to be able to access to the ready mixed packets inside. For the Chicken Curry pack, all they have to do is just marinate the paste with a fresh chicken. Add in either 1 or 2 coconut milk packs depending on their preference. Bring to boil and 20 mins later they can have a delicious meal for 5-6 people.

**Major Claims for the Product:** Our new range of box-paste products are lighter in weight as compared with usual canned food products, thus saving in freight cost as most of our products are exported.



CP-15

## TREASURE CHEST MOONCAKE BOX

 **Company:** DPC PACKAGING PTE LTD, SINGAPORE

Treasure Chest Box is made to contain 4 individual moon cakes in a double tier serving tray.

Material: MDF Board covered with elegant fancy paper

Easy to operate

Multiple utility box, can be used for jewellery, tea, chocolates etc.

The slider also can be used as a serving tray.

High aesthetic appeal

Creates a sense of prosperity.



CP-19

## "BRANDS ESSENCE" FLOOR STAND



**Company:** EVERLITE PACKAGING INDUSTRIES  
PTE LTD, SINGAPORE



CP-14

The evident durability of the Brands Floor Stand resulted from a combination of choice material and structural design. Its high durability presents immense recycling value for users - maximizing limited budget, while minimizing its footprint on the environment.

Made wholly of corrugated paper and cardboard material, the standee remains relatively light and easily portable. Its sound structural design and ability to hold more weight than required ensures adequate support for the heavy product displays, which consist of mainly glassware. The stability of the standee makes it safe to use as a standalone stand in our generally busy and crowded marketplace aisles.

The understated appeal of the shelf-front protrusion lends a dimensional twist to an otherwise straight, angular standee. The vivid yet pleasing colours and graphic design also complement rebranding efforts of the product while continuing to project an image of dependability with the overall solidness and stability of the display.

## MAT-KIT 3D PRINTING FILAMENT



**Company:** L'EARTH (S) PTE LTD, SINGAPORE



CP-13

Aim behind this pack is to create sustainable, enjoyable and simple design of MAT KIT, a polymer based filament for 3D Printers.

**Graphics:** Proper use of graphics and icons resulted in representation of growth, creativity, innovation, and care for nature. Also instructions of use, essential information, barcode etc have been properly designed.

The hexagonal packaging has sides that are angled at 45°. It creates a strong visual impact on its own and differentiates itself from other designs in the market.

The hexagonal shape is not only decorative but is also functional. The packaging works in harmony when combined together to form a wall as a promotional material.

## RICE DUMPLING BOX 2014



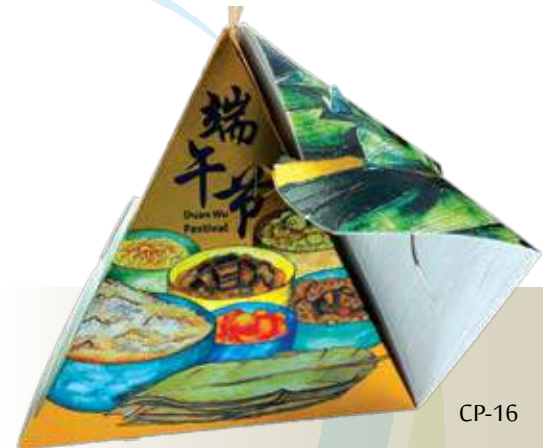
**Company:** STARLITE PRINTERS (FAR EAST) PTE LTD., SINGAPORE

This packaging is created to celebrate the Dragon Boat Festival, also known as the Rice Dumpling Festival or Duanwu Jie that falls on the 5th day of the 5th month in the lunar calendar. The pyramidal box resembled a rice dumpling, a string is provided at the top as handle.

**Inspiration:** The graphics design of the box may be divided into 2 layers. The outer layer depicts the exterior of a dumpling with prints of bamboo leaves. As the first layer is peeled, messages & images printed on the second layer will be revealed. This box does not require glueing. This helps to reduce resources used for the production.

After placing the rice dumpling in the middle of the box, fold flaps & lock them into position.

Once the wrapping is peeled open, images of common ingredients used for making of rice dumplings such as chestnut & salted egg are revealed.



CP-16

## BRANDS BIRD NEST 8S CNY PACK



**Company:** STARLITE PRINTERS (FAR EAST) PTE LTD., SINGAPORE

This packaging box holds 8 bottles of bird's nest & is created as a Chinese New Year promotion pack. The box adopts a hexagonal shape, to differentiate from the conventional rectangular boxes. The box is consumer friendly, it has a window on the cover & can be held single-handedly.

**Inspiration:** The hexagonal shape resembles the honeycomb which is an excellent structure for withstanding compression forces. When the boxes were stacked vertically, the hexagonal shape helps to absorb the weight well & the box manage to retain its shape. During the design stage, a load test involving staking three boxes vertically was performed. The box structure passed the test.



CP-18

## QUEEN OF MOONLIGHT



**Company:** SIAM KRAFT INDUSTRY CO., LTD.,  
THAILAND

- a) **Description:** Queen of Moonlight Box is designed to resemble a lamp—containing 2 layers. The outer layer represents Chinese-styled window(also have handle),which makes you feel like enjoying beauty of moonlight through the window. The inner layer is hexagon shaped and consists 4 pentagon trays to keep them on cake.
- b) **Material:** The outer layer is made from Gold metallic printed Kraft paper and included Chinese word...(pronounced Zhong Chiu Jia- means Moon Festival).The gold eninner package is made from Mira board and the holders inside are made from Duplex paper
- d) **Inspiration:** ‘THE QUEEN OF MOONLIGHT’ reflects the feeling of having the moon cake itself. Enjoy the beauty of moonlight through the window pane while having THE QUEEN OF MOONLIGHT with your beloved ones.



CP-5

## BALPARMAK SNAP & SQUEEZE



**Company:** ALTIPARMAK GIDA SAN. VE TIC  
A.S, TURKEY

Balparmak snap & squeeze includes 7 gr honey in its practical disposable packaging. Now, It is much easier to add natural taste to your drinks (milk, tea coffee, herbal tea...) every time and everywhere such as home, work, school, etc. Therefore, Balparmak snap and squeeze is positioned as “Honey on the go” .

**Added Information:** It has practical packaging and it is easy to use. It is the first and the only brand in Turkey with its pack type produced by ‘Easy Snap’ technology.

**About package materials:** Balparmak S&S is a disposable, hygienic,elastic,recycling packaging otherwise the EVOH barrier technology incorporated in sachets allows for excellent shelf life and protects the contents.



CP-11

## DOGADAN COLD HERBAL & FRUIT TEA



**Company:** DOGADAN GIDA AS, **TURKEY**

The neck area is designed as user-oriented. Because, pouring from the wide finish is difficult. This structure helps pouring the liquid and prevents to pour whole liquid at once. Conical body shape creates protected communication area for labelling.

**Material:** It is produced from glassware which 100% sustainable material, that protects product inside with the healthiest way. By virtue of being lightweight, contributes to the reduction of carbon footprint.

**Inspiration:** DOĞADAN brand wanted to have a bottle for the young people. They wanted to provide pure freshness by their new bottle. So bottle design is created from geometric lines. Conical body structure symbolizes dynamism. Design sustainability is provided from whole body's communication area potential, for product diversification that let design will be used with its sub brands even years after.



CP-12

## KULLANARDS' FLOWER CHOCOLATE



**Company:** DESIGN SENSE AND MARKETING LIMITED  
PARTNERSHIP, **THAILAND**

**Concept of design:** "Amazing Thailand, Amazing Thai Desserts"

The Packaging is designed as a modern Thai style for the main market - foreign tourists. Representing Thai signature with the attractive places of Thailand and the combination of traditional Thai dessert with the imported chocolate. The product is also promoted Thailand signature in an alternative way for Thailand Authority Tourism.

**Other Benefits:** Promoting the speciality of Thailand desserts, fruits, patterns, and attractive destinations to be as a well-known signature in worldwide.

**Tray designed to Protect the product:** The Beautiful tray is designed to protect the product safety for exporting and easily eating the products.



CP-18

## THE PROSPEROUS EMPEROR



**Company:** SIAM KRAFT INDUSTRY CO., LTD., THAILAND

- a) **Description:** Emperor's Fan of Prosperity, an orange container inspired from a fan (also has handle), which is considered to be one of the main accessories of the Emperor to express the greatness, pride, and prowess. This prosperity is to be delivered to your business partners.
- b) **Material:** 400gsm white box with grey backing is the outer material, and corrugated paper E(KI125/CA125/CA125) is used as the inner orange container. All of the materials are FSC certified.
- c) **Size:** The dimension of Length 42cm Height the packaging is 20cm Width 10cm
- d) **Inspiration:** The packaging is designed after a fan. It is been said that fan is one of the main accessories of kings and royal families since ancient time as it express greatness, pride and prowess. The packaging also included the Chrysanthemum work, in which the Chinese believes that it brings goodluck and symbolizes long life.



CP-4