

Two sets of four curved, overlapping lines in yellow, blue, and green, one on the left and one on the right, framing the central text.

# Student Category

*The Star Performers in Packaging*

## UNIQUE GIFT BOX



**Student Name:** SUBNUR SUMAYA SABA

**Institute:** Shanto Mariam University of Creative Technology, **BANGLADESH**

This is very much attractive and exceptional gift box for wedding anniversary, birth day and many other occasion. Bengali heritage and culture are focus by the unique gift box. In the gift box many kind of material are used very sequentially for it's attractiveness. The market value of the unique gift box is very much good because all kind of people love the heritage and like to give that type of gift for their love one. Unique gift box is one of the best gift box for giving any kind of gift to each other.

**Used Materials:** Date leaf, straw, jute and hand-loom towel.



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## GIFT PACK FOR JEWELLERY



**Student Name:** DIVYA KUMARI ARYA, ANSARI

**MOHD. AKIF KHALILUR REHMAN**

**Institute:** Indian Institute of Packaging, **INDIA**

India and jewellery, jewellery and Indian women - the terms are linked inherently. At the time of wedding as well as numerous other occasions, a woman is gifted jewellery by her parents and relatives. Hence, the design of this gift pack is meant to deliver an elegant package for India's rich tradition. It is inspired by the refined culture of India.

Gift pack, it has to attract attention and therefore we decided to use both shape and traditional design as route to attract and arrest attention.

A "flute" shaped gift pack brings out the flavour of Indian traditional culture. It also resembles a real flute which is made up of wood.

It is recyclable, it has eye catching design and it is also cost effective.



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## ROTATING RETAIL CUM DISPLAY PACK FOR BALLS



**Student Name:** PRASAD MAHALUNGKAR

**Institute:** Indian Institute of Packaging, **INDIA**

**Description:** Mainly designed for retail chain shelf's, the pack comprises of six "Tetrahedral" shaped unit packs linked to each other in such a manner that together they rotate inward or outward as the customer wants.

**Display:** Pack gives 360° product visibility.

**Application:** Innovative design for packaging of all types of "Sports balls", e.g. Tennis balls, cricket balls etc.

**High Machinability:** The scoring, filling & sealing at high machine speed is possible like Tetrahedral Pack.

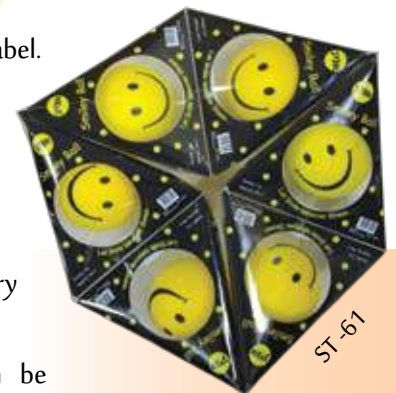
**Material:** PVC sheet, 80 GSM paper for label.

**Size:** 31cm x 12cm (LxH)

**Inspiration: Unit Sale:** Single unit can be sold by tearing at perforation between two tetrahedral packs.

**Aesthetic:** Packs shape & design is very appealing for kids.

**Variable Display Mode:** Pack can be displayed in ring type as in figure or like strip of Tetrahedral Pack.



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## GIFT PACK FOR DIWALI

**Student Name:** BHAVNA VIJAN,  
RAVI KUMAR DONE, RAJKUMAR PAL  
**Institute:** Indian Institute of Packaging, **NDIA**

The Pack is designed using Composite Material. This is a Gift Pack for Diwali with Combination of Chocolates and Cookies. For Keeping Chocolates, trays are provided of paperboard. Paperboard Shelves are provided for placing cookies in it. Closing of this Pack can be of Magnetic Lock for Easy use.



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## SULA INBUILT GLASS WINE PACK

**Student Name:** HEMANT DHAVAL, PRASHANT  
GAGVEKAR, SANDESH VISHWASRAO  
**Institute:** Indian Institute of Packaging, **NDIA**

The package is a highly innovative & standout piece with very high shelf display. The package design is well suited for celebrations as it accommodates two glasses and a single wine bottle. This package certainly lives up to its brand name to achieve the royal yet sleek look that was intended for it. Elegant yet simple looking rhomboidal pack when opened transforms into two triangular profiles which make it a perfect display pack.

The distinctive graphics is well supported by Matt lamination on ITC 300 GSM saffire graphik board (450 GSM recommended) which incorporates brand embossing and spot UV which provides aesthetic appeal & brand identity. The package reflects the premium image of brand at a competitive cost.



ST -51

## SOUVENIR PACK FOR INDIASTAR AWARD

**Student Name:** RAVI KUMAR DONE, BHAVNA VIJAN, RAJKUMAR PAL  
**Institute:** Indian Institute of Packaging, **NDIA**

This box is made for the India Star Award as a Souvenir Pack. Cushioning is taken care of with sponge and silk cloth for Elegant look and also for the trophy so that it doesn't get shocks during transport. Support stand is well maintained with good strength so that the award doesn't shake or break during transport or when the award is parcelled to the winner. The graphics is eye catching with the tagline "Building a Culture of Innovation-Innovation that Create Solutions." The box is made using paperboard and printing is eye-catching with glossy appearance.



ST -66

## APPLE IPHONE 5S



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**Student Name:** SACHIN GOUNDI, SUMIT KUKREJA,  
SMARANIKA PRADHAN

**Institute:** Indian Institute of Packaging, **INDIA**

**Pack Description:** The Pack has an exceptionally excellent functionality and mechanism (worldwide Patented).

Pack consists of "two trays" holding the mobile and accessories, promoting simultaneous accessibility to both, by its unique sliding mechanism.

**Material:** The pack is made from E-Flute, facilitating cushioning, low weight, stiffness, compactness and recyclable.

**Size:** 15.5cm×7.8cm×6.6cm (L×W×H)

**Inspiration:** Pack promotes simultaneous accessibility to mobile and accessories for quick access

## 4 IN 1 COMBO PACK FOR CHOCO STICKS

**Student Name:** BHAVNA VIJAN, RAVI KUMAR DONE, RAJKUMAR PAL

**Institute:** Indian Institute of Packaging, **INDIA**

It is a Combo pack of 4in 1 chocostiks of Flavours Mango, Chocolate, Strawberry and Black current. Material used for Box is Paperboard. The Box is Designed for Retail Packs. Tear lines are provided on top of box, Customers can cut & open & can take out chocostiks. Box has Good Stacking Strength hence it can be easily transported requiring minimal space. Box can be easily opened and handled and product remains unaffected. Magnetic locking system can be given to the box.



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## COLGATE 3 IN 1 COMBO PACK



**Student Name:** SARAVANAN T & ASHOK K.S.  
**Institute:** Indian Institute of Packaging, **INDIA**

Window carton with Integral fitments for Combo pack of Oral care products

Carton can be directly hanged or kept as it is in the washroom & used to keep the products for Daily use eliminating the need of separate stand for the products Pack can also be used as Travel pack during long journey

**Material:** Single piece die-cut carton

300 GSM Grey back Duplex board with Offset printing

110 mic. — PET film for display

Synthetic glue

**Size:**

Height of the carton — 190mm

Length of the carton — 60mm

Width of the carton — 55mm

Board area required — 380mm X 300mm

**Design concept:** Currently in Indian market of Oral care segment, the combination of Toothbrush, Toothpaste & Mouthwash is not available.

This led to the development of this Combo pack.

The eye catchy color of the pack attracts the customer leading to Enhanced Brand value & helps in Brand promotion

Stacking pattern can be done by arranging the pack alternately with respect to another pack.



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## DESIGN OF A PACK FOR FLAVOURED MILK



**Student Name:** SANKET PATIL, GANESH MISHRA,  
RACHANA, ABHISHEK, SIDHANT  
**Institute:** SIES School of Packaging, **INDIA**

**Category Status of the Product:** Increasing trend of Indian consumers shifting towards the health and wellness segments had led to a rise in flavoured milk market.

India: Largest producer, consumer and exporter of Milk. Developing countries accounted for 66% of the flavoured milk consumption in 2012. This forecast is to rise to 69% by 2015.

**Originality of Ideas:** The current packs are mainly in rigid viz; Tetra Pak, PET, PP, Glass, Metal cans.

The idea was to go from rigid to flexible and thus a spouted pillow pouch is given with an in-built straw like cavity so as consumer can sip easily from it.

This design excluded use of an extra tool for opening the pack.



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## 'CRISPY FRUITY CHIPZ' PACK

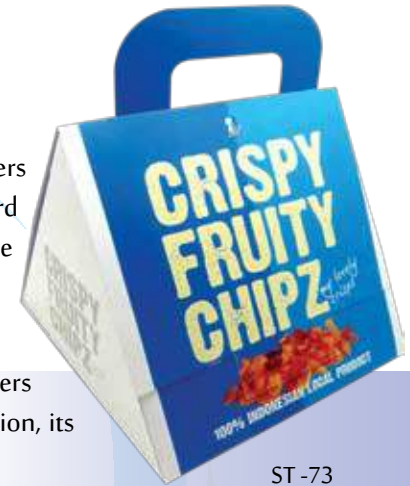


**Student Name:** PUTRA WIDIANA

**Institute:** State University of Malang (UNM), **INDONESIA**

'Crispy Fruity Chipz' Pack design will attract consumers especially when sold in souvenir centers in airports and malls. It is a packaging solutions aimed at improving consumer appeal toward the product, and its selling point is the combination of four functions of packaging into a single construction (consumer packaging, transport packaging, gift set and display set).

With the packaging' attractiveness and multifunctionality, the designer hopes Indonesian products can compete globally and raise awareness about Indonesian culture. This package offers a practical way for customers to carry many 'Oleh-Oleh' (souvenir) packs at a time. In addition, its unique package design with box handles makes it easy to stack, hang or store.



ST -73

## 'NYIP NYIP' SNACK



**Student Name:** VIRIEGA FAUZIA R. & SALMAN FARIS A.

**Institute:** ITS Surabaya, **INDONESIA**

'Nyip-Nyip' snack is a repositioning brand name which is derived the sounds made by baby chicks – an appropriate idea for a snack product of intestinal chicken chips targeting the middle class. Positioning segmentation: Children aged 7 to 15 years old.

**Target point:** The funny and unique packaging is designed to entice children to buy and eat this snack, by making the packaging look attractive and fun to play with. The four different colored

snack portion packs highlight the different variant tastes: original – yellow, rendang – red, seaweed – blue, mix-max: mix from all flavour- purple and Concept: With the packaging designed to mimic the shape of a chicken, the package consists of the smaller snack packs (baby chicks) and a larger secondary box (mother hen), and cartoon-like graphics adding a funny face image – giving the impression of the mother hen bringing her baby chicks inside her and becoming one unity package.



ST -77

## 'BUN PRING' LUWAK COFFEE



**Student Name:** VINCENTIUS SURYA PUTRA

**Institute:** Institute of Sains Terapan and teknoogi Surabaya (iSTTS), **INDONESIA**


'Luwak'coffee is the most expensive coffee in premium segment class, offering an exotic taste from Indonesia. The new design of 'Bun Pring' Luwak Coffee Pack is for a new product range for souvenirs. When translated, Bun Pring means bamboo garden; the design concept was inspired from the bamboo packaging tapered pattern.


The outer pack contains four individual 100g coffee packs made from aluminium, and a small mug. The new design can be used as a marketing tool to communicate the brand image to the consumer.



ST -71

## 'CAK PRING' CHIPS

 **Student Name:** KUMARA YUGATAMA

 **Institute:** ITS Surabaya, **INDONESIA**

'Cak Pring' Chips Snack Pack is designed to package chip snacks such as cassava, etc. The shape design resembles the shape of a bamboo (Pring is East Java language that translates to "Bamboo" in English), adapted from the traditional game eastern Java tool that is 'Mercon Bambu' (Bamboo Fireworks) which is commonly used during festivals and other large events, especially in East Java.


The 'Mercon Bumbung's structural packaging design has a special function: when applied as chips packaging, it will have a barrier below which takes advantage of the slope of the effect of gravity of the packaging inside. By adding a sort of hinge on the handle and sliding the packaging, the slope can be changed according to function; if you want to consume the snack, then you can change the slope on the package on the other side or angle it such that the package contents will slide to the opening on the side of the packaging. The handle also enables consumer to carry the package anywhere, and to hang the pack up if needed.



ST -76

## 'BATIK OLIVIA' PACK (PERSONA FASHION PACK)

 **Student Name:** PUTRA WIDIANA

 **Institute:** State University of Malang (UNM), **INDONESIA**

**Description:** Persona Fashion Packaging is a packaging construction for fabric and fashion product. A solution that aims to improve consumer appeal toward the product, the selling point is that it combines four functions of packaging into a single construction (consumer packaging, transport packaging, gift set and display set).



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Persona Fashion Packaging uses 300-500 gsm paperboard or artpaper with doubleside printing and the packaging construction is divided into two parts: storytelling side and product display side. The package has dimensions 27cmX17cmX4cm and can contain 2mX1,5m of fabric or fashion product with a maximum weight of 1kg.

With the packaging' attractiveness and multifunctionality, the designer hopes Indonesian products can compete globally and raise awareness about Indonesian culture.



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## 'RADJA' BANANA CHIPS



**Student Name:** RIDO SATRYA WIJAYA

**Institute:** Surabaya University, **INDONESIA**

**Description:** 'Radja' Banana Chips Snack Package is designed as outer pack with a simple and practical concept, utilizing a 'jointing' packaging system that enables consumers to easily combine individual packs and carry the product in large quantities without the use of plastic bags — a packaging design that is more environmentally-friendly with its promotion of less plastic bag usage. Inside use aluminum foil to protect crispness of the chips.

## 'MBOK RANI' GULA JAWA PACK



**Student Name:** WA ODE RINTA QOMARIAH

**Institute:** Institute of Technology Bandung (ITB), **INDONESIA**

Mbok Rani Goela Djawa's (Gula Jawa-Palm Sugar) main packaging function is to reduce food waste brought about customer not using the whole ba, enabling them to keep their half-used bar of palm sugar neatly in the box. The packaging is designed with premium cues to gain customers' brand awareness.

**Inspiration:** In this industrial era, Mbok Rani Goela Djawa brings back to the forefront the traditional manufacturing process for palm sugar. Palm leaves play a major role in palm sugar production; it used to mold the syrup. Taking inspiration from this process, the designer chose to use a palm leaf motif as the main element in this packaging design.

**Material used:** Outer package uses carton 260gr. The palm sugar wrapper uses greaseproof paper.

**Size:** A cuboid shaped package that enables stacking without too much space between each package being wasted. The package is 9cm wide on each side.



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## 'SAMBEL PECEL OLIVIA' PACK

**Student Name:** PUTRA WIDIANA  
**Institute:** State University of Malang, **INDONESIA**

**Description:** Sambel Pecel seasoning is an iconic product of East Java in Indonesia, and is made using ground spices, chili, lime leaf and peanuts. As the seasoning is quite greasy, it needs to be wrapped in foil to protect the ingredients, flavor and aroma. The foil-wrapped solid shape is packed in a box, which is then contained in an outer carton that lists the ingredients, serving portions and traditional geographical area the product comes from.

Different colour cues help to differentiate the three flavors of the product: original, spicy and hot spices. The outer box is designed to be carried conveniently and also allows for easy stacking on the shelves in the retail market.



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## 'SEGIENAM TEMPE' CHIPS

**Student Name:** DEPUTY YENDHIKA  
**Institute:** ITS Surabaya, **INDONESIA**

'Segienam Tempe' Chips Snack Pack is designed using geometric hexagon shapes, bringing a new concept of freshness of the product. With graphics of soy bean — which is the main ingredient of tempe - covered by 6 banana leaves, the packaging communicates the authenticity of the product which is well made with traditional recipes. Meanwhile, the hexagon shape adds a sense of modernity to the tasty traditional recipe.



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The inner plastic package, which contains the product, is of the same color as the brown/gold color of perfectly fried tempe chips - communicating the quality of the products.

The orientation of the packaging is vertical and opened from the right side, and then pulled over the inside of the packaging to show the product wrapped with plastic to mimic the richness of crisp of tempe chips.

## RAMYEON WITH RICE



**Student Name:** DINGUN KO, KYOUNGEUN  
SEO, SHINYOUNG PARK

**Institute:** Mokwon University,  
REPUBLIC OF KOREA

**Description:** This is the product you can enjoy the cupb noodle and the rice together. The rice will be heated on the cup during the time noodles are cooked, or you can cook in a microwave easily.

**Material:** Instead of polypropylene plastic is used due to the difficulty of professional making as students but originally both containers of noodle and rice should be polypropylene.

**Size:** Height 10.5 Diameter of lid 14 Diameter of bottom 10.

**Inspiration:** It is inspired from Sinsunro, Korean traditional food that can make the food in the upper container cooked by a heat from the food in the lower container.



ST-1

## CHIOTTE BALAYEUR



**Student Name:** UI HEYON SONG, JIN WOOK KIM,  
SEONG HEE HONG

**Institute:** Mokwon University, REPUBLIC OF KOREA

**Description:** CHIOTTE BALATEUR means 'toilet cleaner' in French. This is toilet shape cleaning package design.

**Material:** Printed Paper

**Size:** Plunger → width: 218.8mm, length: 268.6mm,  
Height: 261.1mm

360° Toilet brush → width: 220.7mm, length: 180.2mm,  
Height: 394.6mm

Toilet brush → width: 388.9mm, length: 217.3mm,  
Height: 180.2mm

**Inspiration:** This is designed using pictograms & line according to the method of each toilet cleaning supplies.

The unique and elegant design is made with recycled paper.



ST-3

## CHANTES FLOWER FRAGRANCE



**Student Name:** HYEJI JEON, HAESIL JOUNG

**Institute:** Mokwon University, REPUBLIC OF KOREA

**Product Description and Function Description:** Inside of this package, there is a flower. So when it is opened, a flower comes out.

**Material:** printed paper

**Size:**

**Inspiration:** It was inspired by fragrant flowers.

It makes the flower in package and floral pattern design like real flower.

You can feel as if you smell the fragrant flowers.



ST-5

## IMPERIAL (FUSION)



**Student Name:** VICKI NG MEI QI

**Institute:** Nanyang Polytechnic (School of Design), SINGAPORE

"IMPERIAL" is inspired by the ancient Chinese dressing and the ancient English headgear. Through this design I hope that consumers would be attracted to the graphics followed by the structure of the packaging.

In this packaging, the idea is to show the fusion of royalty between the Chinese and the English. Gold is the main colour used in the packaging as both the Chinese and the English considered it to be precious. It is also to allow the consumers to be able to associate with the brand.

The opening of the packaging is inspired from the Ching dynasty Chinese imperial clothing and it shows the way that the Empress wear their traditional costumes. The strings with the golden clip is also inspired by their clothing whereby they used a gold clip and string to hang their money pouches onto their belts.



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## AH! LEMAK



**Student Name:** TAN WAH QING, RILEY KOH JIA MI

**Institute:** Temasek Polytechnic (School of Design), SINGAPORE

Ah! Lemak is new twist to the Japanese sushi roll. Instead of Japanese ingredients, this local Singaporean creation is given a new twist by using popular ingredients found in Nasi Lemak (Coconut Rice) menu, such as Ikan Bilis, Ikan Kuning, Egg, Cucumber, etc and wrapping them in coconut rice and then all wrapped with a sheet of seaweed.



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To launch this new creation, the packaging design is created with bright and fun colours together with illustrations for the ingredients, so that the product creates an impression of a casual, exciting and fun food menu.

A bamboo stick can be inserted between the two holes on the box to act as a handle as well as to create a quirky feel.

A slip out inner box allows for easy storage of the rice roll as well as for easy accessibility to consume.

To add to the fun and exciting personality of the brand, the packaging comes in three different designs and colours, so that consumers can look forward to a variety of designs at purchase.

Accompanying the roll boxes if more than one item is purchased are carrier bags that carry on the same fun personality and variety.

## LES FLEURS



**Student Name:** NUR AAIYISAH SAHAR

**Institute:** Nanyang Polytechnic (School of Design), **SINGAPORE**

Les Fleurs is a botanical themed café. It is ironically inspired by the busy city, this is because, due to the Singapore being well-developed often we see only tall buildings and skyscrapers. Therefore, objective was to remind people of the nature. Taking a break from their busy working life, and to just settle down with a cup of coffee from Les Fleurs.

The cups of different sizes each have different designs. Each design inspired by a mixture of both botanical flowers and rainforest animals. The coffee packagings too have elements from the cups as well, however, the coffee packaging sleeves each indicates different countries from where the coffee beans come from. The sleeves each have different elements, because they belong to the different countries respectively.

Tea packagings has been designed them in that manner because they are of different teas. That being said, the different designs are inspired by the tea plants themselves. Also, with facts on the different benefits of each tea.

The take away box is designed in a shape only to store in sandwiches. Similarly to the point of purchase and the paper bag, I've designed them with all the elements from both the botanical flowers and rainforest animals. The take away box has a sleeve for an extra protection, & sleeve has the café logo however different from the others.

The name cards come in two designs, one with only the café's name and the corporate design. While the other card only has the details of the café.

Les Fleurs hope to give serenity to the people around, nurturing them and allowing them to understand how happiness comes about. Les Fleurs aims to give opportunity to everyone to start living, because all along, life has only been about surviving.





## CUPPA COOKIE

**Student Name:** ROBIN  
**Institute:** Nanyang Polytechnic (School of Design),  
**SINGAPORE**

The packaging includes fun and engaging elements, as the children will have to press the top of the box in order to release the cookie from the base. The yogurt that comes along in the packaging can be release by twisting the white compartment and removing it. To dispense the cookie, all one need to do is to press the top part of the container. The cookies can then be dipped and eaten with the yogurt dip illustrative elements, which resemble children's drawings are added as well, so that the container will look more childlike and friendly.



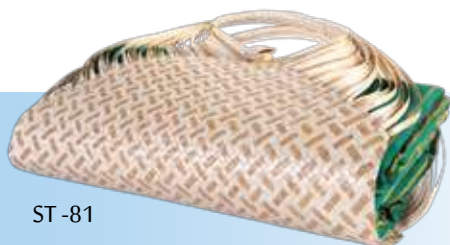
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## ECHO

**Student Name:** K.G. Nipuni Taniya  
**Institute:** University of Moratuwa, **SRI LANKA**

Echo – Packaging for handloom sarees.

The packaging was specially designed for handloom sarees. The whole process from finding raw materials to deliver the end product to the consumer is totally a human involving process. That message conveys through the hand crafted package. Smoothness of the surface was highly maintained, and the button on the front is provides the space for branding as well as to secure the saree.



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Material used is Talipot palm leaves. It is 100% eco-friendly and there is no chemicals used in any step of the whole process.

The package was developed by merging the innovative design ideas with skilled traditional craftsmanship, under the concept of "not to notice, but to remember" and the shape and the end-less quality was inspired from the silk worm cocoon

## MEDIEVAL BREW

**Student Name:** POH KAH HOE  
**Institute:** Nanyang Polytechnic (School of Design),  
**SINGAPORE**

The Medieval Brew is inspired by the combination of both the influence from the medieval era and the card game played by many, the poker card. The entire packaging is focused more on its minimalism and the beauty of the big three in the entire game of poker as the main graphic.

With little gastronomic quotes written at the bottom of each tea flavours, consumers will definitely be engaged to buy the product. Even when the product is placed at a perspective, there is still captivating graphics to capture the eye of the beholder. The background graphic is a collage of all tea making mediums to avoid any doubts that the product is not what it is.



ST-34

## SIMPLE & ELEGANCE



**Student Name:** P.H. LIYANGE

**Institute:** University of Moratuwa, SRI LANKA

**Product:** 100% cotton Linen shirt (Gift Package and secondary package)

**Material:** Talipot strips (with natural color)

**Functionality:** Design helps to,

- Reduce the material wastage.
- Attach and detach the product easily from the package.
- Display the product well and add a new shape for the product.
- Gets the customers attractive.
- Customers can use this as a souvenir.

**Inspiration:** From the “Athulupatha”, it use as a plate for eating, keeping food (like rice, string hoppers) and cover the food. In western province it called “wattiya”. I studied the weaving pattern (“Padura” and “Depath Ratawa”), bending methods, and the technique of this equipment well.

**Material–Talipot Strips (No added colors):** The packaging made by Talipot strips and uses the weaving technique of “Padura”. Talipot is smooth, elegant, value added, low cost and eco-friendly material. The weaving technique added simplicity and more strength for the design and craftsman can make the packaging very easily.



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## JEWELRY PACKAGING



**Student Name:** T.A.G.S. THAMBUGALA

**Institute:** University of Moratuwa, SRI LANKA

This packaging which is made according to the shape of an oyster that has an opening mechanism which also equal to opening of an oyster. It is highly detailed as the jewelry to be contained is also having many fine details. This unique packaging is significant for its mere to elegance created out of Talipot Eakles, under the concept of “Subtle Elegance”

I enter this packaging design to AsiaStar 2014 because this is a new innovation in use of eco - friendly material, Talipot. Since the delicacy and elegance of the packaging with desired functions for a jewelry packaging are created out of a waste material. This packaging originally stands out for itself among other jewelry packaging designs. Because of its subtle and elegance. I take this as a great opportunity to expose myself in to the field of packaging design by entering this packaging to this competition, as a student

## MERGING THE TRADITIONS



**Student Name:** S.S.D.S. JAYASINGHA

**Institute:** University of Moratuwa, **SRI LANKA**

This packaging is designed as a tea packaging. The target buyer is china. The reason to selecting the target buyer is Chinese people has favor in natural material as well as Talipot material. This can be used as a secondary packaging and it is consisting of primary packaging in six layers of tea packs and zip lock which help to protect the tea bags in a way that can be reused. The designed package is consisting six categories of tea.

Material of the package is Talipot leaves which is eco-friendly natural material. It is inspired by the Hand Fan "Avan" which is used in china. Since the hand fan is being a significant item in China according to their tradition and the packaging is designed for China, I decided to have such a shape. Hence the design has formed with the shapes of Talipot leaf and hand fan as a combination of two significant items in Sri Lanka and China. Actually, it is a merging of both traditions. Instead of using traditional viewing method, Talipot leaf is converted to the tea box by using an innovative pattern of design.

Once the tea packets are completely used, the shape of the package is automatically adjust with use of the line of beads which is located in front of the package. There the package is automatically closed and adjusted the shape itself accordingly.

This is an attempt taken to produce a tea packaging by combining my and buyer's traditions



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## RAKHO - PACKAGING



**Student Name:** W.M.D.T. DISSANAYAKE

**Institute:** University of Moratuwa, **SRI LANKA**

**"Rakho" - pack with best protection:** Every porcelain product has unique form. But it needs a specified protection. Packaging the uniqueness of the porcelain product with the rhythm of nature by creatively capturing the natural trait of talipot leaves to manipulate the surrounding space. This particular package provides, all the requirements that specified to porcelain product (any fragile object) until the product come to the market such as transporting, storing and displaying. The unique load bearing structure of the package gives best protection to the product.



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## HANDLOOM SAREE PACKAGE



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**Student Name:** U.N.A. RAJAPAKSHE

**Institute:** University of Moratuwa, **SRI LANKA**

This is a secondary packaging for a handloom 'saree' with the concept "Elegance of weaving". It adds an extra value to the cotton silk handlooms. Handloom 'saree's are fully handmade and as the packaging also being handmade and crafted, it is highly appreciated by the customer. The material of the product is Talipot leaves which is 100% natural material. Global eco-friendly concept, using eco materials, using less material amount, transportation and branding were considered when designing this packaging. The shape and the qualities are inspired from the traditional srilankan mat holder and simplicity of the packaging was maintained. Design helps for the functionality to Reduce the material wastage, Attach and detach the product easily, Customers can use this as a souvenir .This packaging was designed merging the traditional skills and techniques with innovative design.

## KEEPSAKE



**Student Name:** G.H. VATHSALA

**Institute:** University of Moratuwa, **SRI LANKA**

**Product :** Hotel bathroom amenity kit packaging

The packaging is a design intervention to uphold the craftsmanship and the usage of eco-friendly material within society.

The product is a secondary packaging designed for the hotel bathroom amenity kit, under the concept 'keepsake', which is given as a token of remembrance of the stay, to the guest. The design has used dried talipot(tala) leaf, which is a palm tree leaf using its natural flexible , folding ability combining with couple of other natural material. Jute and wood are harmonized with talipot in an aesthetically pleasing manner achieving the basic packaging requirements such as protection for the objects packaged inside. Jute pouch inside the folded talipot leaf piece cater this protection for the amenity kit items inside and a simple mechanism is used at the opening of the pouch to secure it.

The design has a simple manufacturing process, but has effectively followed design elements and principles. The design is promoting the usage of eco-friendly material among people and as a student designer I have contributed to the nature.



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Inspiration: 'tala gotta' - A container made by folding the raw talipot leaf since ancient times. Used as a water container in bathing and watering plants . Concept - 'keepsake', which is given as token of remembrance of the stay, to the guest.



## PACKAGING OF WOOD CRAVING TOYS (WOODEN ZOO)



**Student Name:** MS. SUJITRA SANGKRAJANG

**Institute:** Rajamangala University of Technology Lanna Chiangmai, **THAILAND**

**Description:** Cushion is designed to collect a set of product with safety and convenience. The folding structure of cushion is easy for packing and be able to put up about 30 degrees when display at the sale point.

**Material:** Internal packaging: Corrugated board (B)

**External packaging:** Corrugated board (B)

**Size:** Length: 260mm, Width: 260mm, Height: 335 mm

**Inspiration:** Packaging of Wood Craving Toys is inspired by open zoo. The concept of this package is intended to express a natural habitat of wildlife via graphic. Craved wooden animals are displayed on attractive cushion in different layers. Its simple and innovative design attracts customers at first sight.



ST -15

## YAYA THAI HERBS



**Student Name:** MR. JARUPAD TIMJAITAD

**Institute:** Dhurakij Pundit University, **THAILAND**

**Description:** Yaya's box is the packaging of the flower shape soap. It has been designed in the shape of flowers. Inside the box is a decorative pattern of roses.

In accordance with the pattern of the soap's texture. Outside there is a leaf design. When box unopened will look like a flower which not bloom. And when the open out, flowers will bloom and fragrant. Each scent of soap, The colors of the flowers in different colors according to the soap's colors.



ST -9

## HILL TRIBE PACK



**Student Name:** MS. NAPAKTORN SRISAIKOO

**Institute:** Srinakharinwirot University, **THAILAND**

The design has been made by inspiration from Tai Mountain. Special contribution from packaging upto 2 size from one piece. The pattern shapes represents story of tribal embroidery. Graphics used are simple but attractive.

A unique Display cum carry home pack.



ST -8

## PACKAGING OF MUAY THAI EQUIPMENT (WONCHANA)



**Student Name:** MR. PHASAKORN SANGREIB

**Institute:** Rajamangala University of Technology Lanna  
Chiangmai, **THAILAND**

**Description:** A set of Muay Thai equipment consists of shorts, boxing gloves and Muay Thai headband known as the “Mongkol” are in a cushion which able to display product at the sale point. Moreover, It is easy when packing and also removing the product out of the packaging.

**Material:** Internal packaging: Corrugated board (B)

External packaging: Corrugated board (B)

**Size:** Length:289 mm, Width: 238 mm, Height: 472 mm

**Inspiration:** “Muay Thai” simply means Thai boxing. It is a martial art which developed into the national sport of Thailand. The concept of this package is intended to publicize the unique of Muay Thai equipment to international boxing via graphic and cushion of the packaging.



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## PACKAGING OF CERAMIC SPA SET (TONKLA)



**Student Name:** MR. KIETIPONG WONGKITI

**Institute:** Rajamangala University of Technology Lanna Chiangmai,  
**THAILAND**

Ceramic is fragile product, it always crack during transportation. Corrugated board is designed to protect product safely. Its shape is inspired by food carrier which is interesting and expresses a good looks with orderliness.

**Material:** Internal packaging: Corrugated board (B)

External packaging: Corrugated board (B)

**Size:** Length:210 mm, Width: 210 mm, Height: 150 mm

**Inspiration:** Graphic on the package is a combination of oriental and western style. It not only provides the product information to consumers, but also attracts the attention of buyers and presents the product image. Color of Celadon is used as a design theme. Greenish in color expresses a sense of relaxation.



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## PACKAGING OF WOODEN CRAVING AND BISRI (BISIRI)

**Student Name:** MR. ATIT DETCHA



**Institute:** Rajamangala University of Technology  
Lanna Chiangmai, **THAILAND**

**Description:** Cushion is designed to hold 8 auspicious sets by ordered them into a vertical direction which products can be shown on both back and front parts. Moreover, its structure provides products safely during transportation.

### **Material:**

- Internal packaging: Corrugated board (B)
- External packaging: Corrugated board (B)

**Size:** Length: 395mm, Width: 155mm, Height: 465 mm

**Inspiration:** Kuntok, wood carving, and Bi Sri models are northern Thai handicrafts which use for auspicious ceremony, house and office decoration. Therefore, The concept of this package is intended to integrate products into a set in order to represent northern Thai belief.



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## PACKAGING OF WOOD CRAVING (JAI FAH)

**Student Name:** MR. TOSSAPON SAISOD



**Institute:** Rajamangala University of Technology Lanna  
Chiangmai, **THAILAND**

**Description:** Corrugated board is designed to assemble, hold, and protect the product as a cushion. Its structure is able to pull out 90 degrees each side to display the front part.

### **Material:**

- Internal packaging: Corrugated board (B)
- External packaging: Corrugated board (B)

**Size:** Length: 260 mm, Width: 260 mm, Height: 335 mm

**Inspiration:** Chorfah is the component of the tip of a temple's roof in Thailand. Chorfah wood carving model is a unique and attractive product that can be use for interior decorating. Photo of the Product and Thai painting are used as graphic on the packaging for expressing a sense of oriental or Lanna style.



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## D H A M M A T H A N



**Student Name:** MR. TANADET TEERAMETHEE

**Institute:** Silpakorn University, **THAILAND**

**Description:** The package was designed under the modern and exotic concept, use less paper to save the environment , can be transform for displaying product.

**Materials:** Use a printed Cardboard to prevent product from damaging. Strong and easy to find in every local area.

## P E L L A



**Student Name:** MS. PALITA THONGHWAN, MS. THUNWARAT NGAMLUN, MS. KITTIYA CHANA, MS. WASITTHEE CHENG

**Institute:** Suratthani Vocational Colleg, **THAILAND**

**Concept of Design:** To promote Thai products by international packaging it is important to enhance & add value to the product. This packaging can be used to show that the product inside and to narrate story to the customer about brand.

Good display and transportation pack. The design construction is made by use of paper patterns , corrugated paper resulting in eco-friendly package. The locking system can be attached to the box without glue.



ST -7

## P A T R A



**Student Name:** MS. NUTCHA SAKULKIM

**Institute:** Silpakorn University, **THAILAND**

**Description:** “patra” was design to be a packaging for protect the jewelry. The package can contain 1 set of jewelry which is necklace and earrings. About the functional. This packaging is easy for transport and display the product inside, by transform from the shape of boxes to a platform show for the jewelry.

**Material:** Recycled paper 250 gram

**Size:** Width x length 21 x 46 centimeter

**Inspiration:** “Patra” was inspire from the traditional North Thai pattern called “Kod-hoi” which is pattern of circle similar to the shape of sea-shells . The folding pattern of “patra” has design to create more function to the package to make the package more useful



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## PACKAGING OF METAL CANDLE HOLDER (NICHIA)

**Student Name:** MS. NICHANAT WONGSAPUN  
**Institute:** Rajamangala University of Technology  
 Lanna Chiangma, **THAILAND**

The package consists of internal and external packaging. Internal packaging is designed to protect the product safely and display each part of the product in attractive flowerlike shaped cushion. External packaging is designed with a handle to be easy for carrying.

### Material :

- Internal packaging: Corrugated board (B)
- External packaging: Corrugated board (B)

Size : Length: 335 mm, Width: 180 mm, Height: 325 mm

**Inspiration:** The metal candle holder is inspired by lotus flower, the design for cushion with lotus-like shape is able to display product story and its instruction. For external packaging graphic, the arrangement of product photo on white background reflects the simple and international style.



ST-18

## KALAMARY

**Student Name:** MS. DOUNGHATHAI  
 MOONWONGSA  
**Institute:** Silpakorn University, **THAILAND**

Packaging for jewellery vintage style is designed to fit the shape & contours of jewellery which features a hexagonal pattern by using only one pattern in production. This packaging also designed the patterned paper display by craft which the sense patterned wood exotic vintage jewellery line. The using of black make the gold of jewellery stand out, mixed with the old classic taste & look more valuable. You can choose jewellery display.

**Material:** Brown paper (recycle paper)

**Idea & inspiration:** This packaging was inspired by the materials used to protect the environment. The purpose of the value of the recycled paper that can add value to their packaging & products. The materials used are cheap but can make the packaging beautiful, elegant & versatile.



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