



**CONSUMER  
PACKAGE**



## COMBI KIT FOR PHARMACEUTICAL INJECTABLE PRODUCT

**Company:** Emcure Pharmaceuticals Ltd.

The combi kit guard is designed keeping in mind the safety of user, specially for anti cancer products. Normally while using such products there is a possibility of contact with doctor, nurse or health care provider which is dangerous to their health.

There is also a possibility of breakage of pack, if it falls on ground by error and can be a risk for other patients as well.

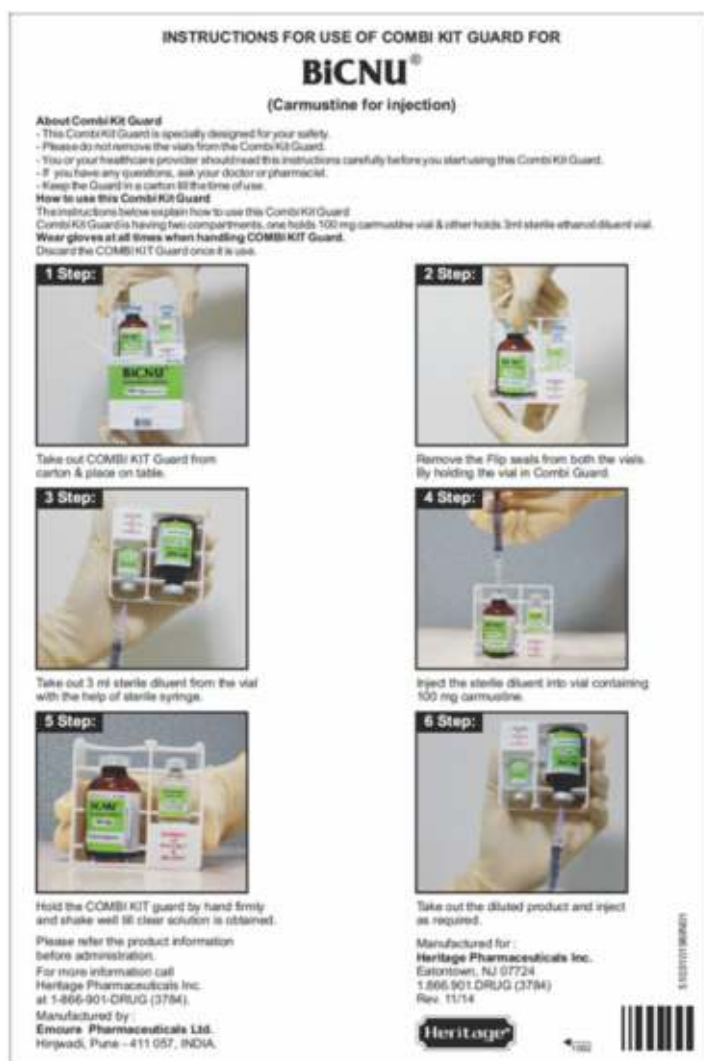
Looking into these aspects, a special protective guard is designed which will handle both the vials and there is no need to remove the vials out of pack.

### The salient features of this Combi kit pack:

- Very safe for usage.
- Unique design first of it's kind.
- Elegant look.
- Compact design.
- User friendly.
- No need to take out the product for dispensing.
- The instruction guide is being provided along with each Pack.
- Product name and text is easily displayed.
- Vial can be rotated without taking out.
- Ease of operation during manufacturing.
- Can be easily discarded once used.
- Recyclable material (HDPE).
- Cost effective.
- The carton is having a soothing colour as it is to be used for cancer patients.
- Company logo is printed in background on carton for brand imaging (spot UV varnish).
- Combikit tray Embossed with statement as "COMBIKIT OF PRODUCT & DILUENT" in red colour.

The product will benefit the users to the highest level of satisfaction and the nurses who will be handling this will be benefited.

The users will mitigate the risk of drug contact.





## MULTILAYER WOVEN SACK FOR DAAWAT BRAND

**Company:** JPS Plastics Pvt. Ltd.



The bag submitted is a multilayer woven sack, manufactured for Daawat brand (LT Overseas Ltd). This bag is unique as it is a 4 layer bag, which comprises layers that include Matte BOPP, Metallic BOPP, PPLD, and PP. This bag sets an innovative example in the packaging sector, which generally lacks innovation. This 4 layer woven bag also includes guzzet, and offers a bright and vivid display of colors to attract various consumers. The bag features as easy-to-open seal, which further provides convenience to consumers.



## MODIFIED ATMOSPHERE PACK - MAP - DRY FISH

**Company:** Signode India Ltd. & KSCADC

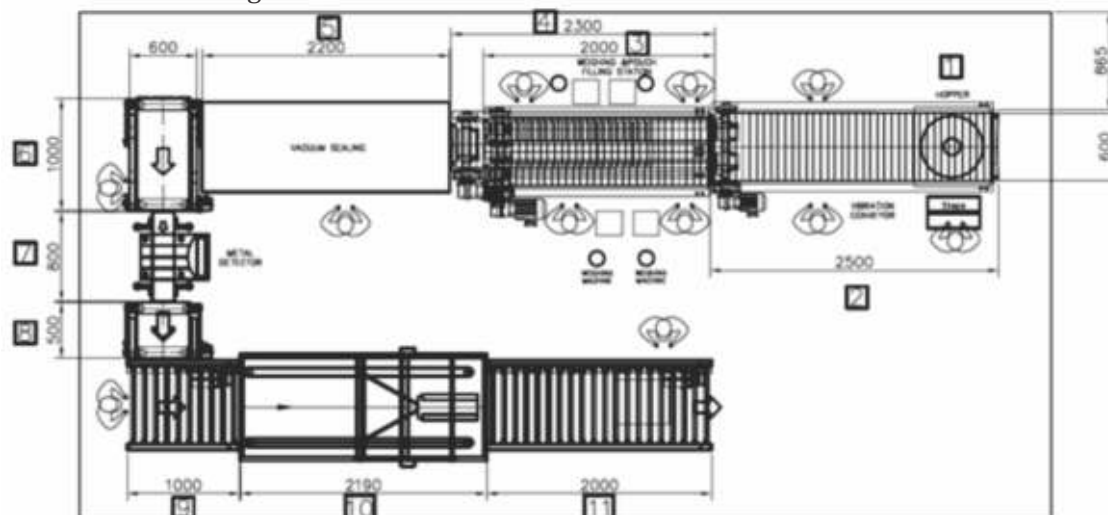
Signode India with over three decades of experience in developing packaging solutions has conceptualised, designed, developed and implemented this MAP Pack (Modified Atmosphere Packaging) on a TCO framework jointly with Kerala State Coastal Area Development Corporation Limited (KSCADC). To pack the dry fish processed with the technology from NAIP-RHSSP, Central Institute of Fisheries Technology.

### Unique features

- Pack provides 6 months plus closed shelf life
- Quality promise - product, Hygiene & Nutrition
- Bloat levels offers cushioning & physical protection
- Branding
- Laminate resists puncturing & pin holing
- Retail ready packaging

### Specifics of design, developments, innovations

- It is a laminate consisting of 5 layer barrier film and a polyester layer – laminate resists puncturing & pin holing
- 140 micron film to avoid film puncturing
- It is a FOUR SIDE SEAL pouch for gas retention – Strong heat seal prevents leakage of gas
- Gas flushed avoids graphics distortion ,unlike in vacuum
- Gas bloat levels for cushioning





## **CARTINI POPULAR KNIFES & SCISSORS SERIES**

**Company:** Ajanta Print Arts

The above are manufactured and marketed by Godrej & Boyce Mfg. Co. Ltd. a leading player in the security systems.

The customer's brief to us was "Relaunch of the knife and scissors with premium look packaging with complete visibility of the product".

Number of SKU's for which packaging have to be developed: 12 nos in board.

In a relentless effort spread over 12 months, we created close to 10 to 12 nos of samples every month. A coordination effort which required at least 2 meeting a month with the customer, we could successfully designed and manufactured the packaging as enclosed.

The relaunch was highly successful and packaging contributed a great deal towards increased market share as well improving customer's top and bottom lines and one year down, we have a smiling customer as we recall out total dedication and focus towards the relaunch.



## **CARTINI PREMIUM KNIFES & SCISSORS SERIES**

**Company:** Ajanta Print Arts

The above are manufactured and marketed by Godrej & Boyce Mfg. Co. Ltd. a leading player in the security systems.

The customer's brief to us was "Relaunch of the knife and scissors with premium look packaging with complete visibility of the product".

Number of SKU's for which packaging have to be developed: 16 nos in board.

In a relentless effort spread over 12 months, we created close to 10 to 12 nos of samples every month. A coordination effort which required at least 2 meeting a month with the customer, we could successfully designed and manufactured the packaging as enclosed.

The relaunch was highly successful and packaging contributed a great deal towards increased market share as well improving customer's top and bottom lines and one year down, we have a smiling customer as we recall out total dedication and focus towards the relaunch.



## TEXEAL (A NEW GENERATION CAP)

**Company:** Oriental Containers Limited

Texeal is a new cap/closure developed by us, made from Aluminium. It is been side embossed and chamfered without bead and with liner.

This improves the technology of the cap/closure by eliminating the conventional top beading and use of dry blend liners in the closure, thereby providing additional space for side embossing. This provides enlarged portion for chamfering of the logo, brand name and manufacturers name, thereby giving enhanced glittering views and making it prominently visible, that gives consumer appeal to the product.

The side embossed/chamfered caps without bead and with dry blend liner cannot be manufactured easily thereby avoiding any chance of replacement of the closure after tampering/pilfering the contents, or counterfeiting.

Since the cap is made from aluminum it is eco friendly and the cap is very convenient to use for the end users like Breweries, Pharmaceuticals etc.

It is very economical and cost effective compared with the conventional caps.

This cap have originality of design, good visual appeal with brand image. This product has been registered recently with "THE PATENT OFFICE CERTIFICATE OF REGISTRATION OF DESIGN" under registration number 265806. This is in recognition of excellence in packaging design, innovation and technology.



## 3M CAR CARE - DO IT YOURSELF RANGE OF PRODUCTS

**Company:** 3M India Limited

3 M Car Care Do It Yourself Retail ranges of products are intended for car enthusiastic people to offer the feeling of a New Car on usage of these DIY products. Pack architecture and branding are developed with high self-appealing and easy to use feature. Unique Family look Shape of the bottle across the SKU adds to sales plea. The same is validated with respect to customer tastes and preferences.

Liquid products are packed in PVC/PP bottle based on product pack compatibility Study. PVC is chosen for glossy finish. Red color is elected for high eye catching power on shelf. Trigger spray are having Child Lock Feature. Tamper evident holograms are also attached onto the trigger nozzle. Disc Top cap with induction seal is used in Car Shampoo pack. For cream wax, a thermoform cap has been provided to cover the Foam pad which is further packed into a premium look hexagonal carton. Lock Unlock feature of mono cartons are also made unique based on product contained and usage of it.



Label and carton artworks are finalized based on customer voice. Distinctive pack shape, Alluring Graphics with designated silver foiling amplify the pack aesthetics as a whole.





## PUDIN HARA PEARLS' BLISTER PACK

**Company:** Dabur India Ltd.

### Packaging Innovation

Dabur, earlier this year, decided to go in for a complete makeover of the Pudín Hara range with twin purpose in mind. The first, to bring about packaging design uniformity across all variants and formats of Pudín Hara. And the second, to introduce a state-of-the-art packaging technology that is impossible to be replicated by spurious products and differentiate from lookalike significantly. In the first step, the packaging graphics and design for Pudín Hara Pearls was aligned to the mother brand – Pudín Hara liquids, incorporating the new Dabur green Eye logo.



In the existing format, printing of blister packs (that carry Pudín Hara Pearls) was done directly through Gravure technique, a commonly used practice in the industry. To put an end to counterfeits in the market, we shifted to printing by Gravure with transfer technology. This not only ensured better results on the pack, but also is impossible to be replicated by spurious products makers as it would involve high investments in plant and machinery.

The gloss and print quality obtained with the new process cannot be matched in the easily available gravure process and thus prevent the passing off of the lookalike.

Today, Pudín Hara Pearls in the only blister pack in India that has adopted this kind of printing quality and technique. Another unique feature of this technology is that half tone (any picture) printing is possible in the new pack, which was not possible in the earlier pack.

This is part of Dabur's initiatives to fight for consumer rights, protecting them from spurious products, and caring for the health & well being of every household.

## METERED DOSE SPRAY BOTTLE FOR DYNAPAR – QPS

**Company:** Troikaa Pharmaceuticals Ltd.



Dynapar QPS is world's first Transdermal preparation of diclofenac, an anti-inflammatory drug, which provides excellent pain relief after topical application, by enhancing the penetration of diclofenac through the skin. Since Dynapar QPS provides prompt pain relief upon administration to any inflamed area (knee, back, elbow, neck, ankle, etc.), it minimises or eliminates the patient's requirement of oral pain killers and the side effects associated with its oral dose. Dynapar QPS, therefore, brings a paradigm shift in the management of musculoskeletal pain. The Product is marketed in a specially designed aquamarine blue glass bottle with a spray pump which enables the patient to apply the dose accurately as per doctors' advice. The bottle is packed in a carton printed with metallic sky blue colour. The self-adhesive label is also printed in

metallic blue matching that of the carton.



## BIOSTADT IML

**Company:** Vardhman Plastochem Pvt. Ltd.

The innovative project for 3-side In-Mold-Labeling for Agrobased Pesticide container is the most unique projects in the history of In-Mold-Labeling for blow molding, which is been developed by Vardhman Plastochem for the first time in the history of IML replacing the old screen Printing. The pack is developed by Vardhman Plastochem for Biostadt India Ltd for the product of Biozyme offering its great aesthetic appeal, providing excellent printing quality and making it fully waterproof. Also adding more to its features, IML claims to be environmental friendly with less carbon consumption and eliminating post labelling operations hence reducing overall cost and energy.



## TITAN BUCKET

**Company:** Vardhman Plastochem Pvt. Ltd.

First time in India Lube Segment, Bucket pack is launched by Vardhman Plastochem Private.Limited, with value added features replacing old conventional designs with special features of 100 % Tamper proof and user friendly clubbed with light weight and high gloss, which have made the pack uniquely stand out in multi-brand outlets. The pack is well appreciated for it less polymer use which adds to its reduced cost. This pack design is offered to GS Caltex and many others.



## CLINIC PLUS SHAMPOO RANGE RELAUNCH

**Company:** Hindustan Unilever Ltd.

**Background:** New design to modernize the brand in order to make it contemporary.

**Description:** The range consists of 4 SKUs (100 ml, 175ml, 340 ml and 650 ml). The 100ml and 175 ml is made by IBM and 340 and 650 made by EBM. The challenge with this design is the 3D parting line in the cap and the bottle.

The bottle and the cap have a curved parting line, which are aligned to look one continuous curve. In the extrusion blow molded bottles the bottom pinch-off is angled to achieve a uniform wall thickness distribution in the front and back wall. The shoulder is angled so that the product flow well while dispensing and there is minimum product residue in the pack.



The cap is a bi-injection molded caps with 3D parting line, with an extended lip on the flip of the cap to maintain the essence of the design and make it look premium. The label is printed with tactile effect on the logo and cold foil stamped to give it a premium look.



## SUNFEAST FARMLITE OATS AND ALMONDS GABLETOP CARTON

**Company:** ITC Limited



This carton is an example of the perfect combination of aesthetics and utility. Splashed with bright green and purple colours, the idea was to give this pack a “farm-fresh” look. The gabletop structure of the carton enhances its shelf appeal and easily stands out from the rest of the biscuit packages in this segment.

The pack delivers high utility by providing a lock mechanism through which the carton is reclosable and highly user friendly.

The oats and raisins in the design have been individually picked out using spot gloss varnish and the rest of the surface has been given a lush texture throughout. The brand name has been embossed to increase visibility and brand identity.

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## CLASSIC MUSIC SERIES PACKS

**Company:** ITC Limited



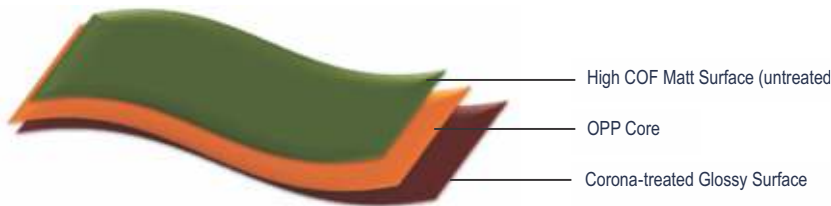
Destined for an award, this carton for Classic Music Series Limited Edition Packs is a bit of magic. This series were released in four different variants-rich taste, refined taste, balanced taste and refined taste. A little bit of play with the graphics on silver holographic metalized board has given remarkable results. The design in the front panel has been crafted in such a way that it looks like music beats on an equalizer. This package is an example of how simple innovative ideas with a dash of creativity can render extraordinary results. The surface has been given a matt finish making the pack look premium.



## ANTI-SKID MATT BOPP FILM

**Company:** Max Speciality Films Limited

“Anti-Skid Matt BOPP Film” is a speciality BOPP film with a surface that features “extremely high friction and high matt finish”. The product is designed for use as the outer web of a packaging laminate structure for applications in bulk-packaging bags. In-side of the film is corona treated and exhibits a printable glossy surface while the out-side is an untreated matte surface specifically designed to provide anti-skid performance during storage and transportation of commodities, making use of the high coefficient of friction at the surface. The paper-like matte appearance provides a premium satiny look and differentiating shelf appeal.



**Fig. 1: Structure of Anti-Skid Matt BOPP Film**

### Unique attributes of Anti-Skid Matt BOPP Film:

- Provides easy handling-and-storage by facilitating product stacking
- Upholds brand identity through no-hassle reverse printing on the inside surface
- Versatile pack-design options through suitability for lamination with other substrates
- Good stiffness and mechanical properties
- Made from non-toxic substances duly approved for food contact applications



Indonesia

## HEAVENLY BLUSH GREEK YOGURT '3 LITTLE COMPARTMENTS CUP'

**Company:** Heavenly Nutrition Indonesia, PT

Yogurt is known as a healthy food and consumed on a daily basis. There are many ways to enjoy yogurt from the entire worlds. One of them is stirred yogurt that can enjoyed by scooped and chewed, not just drink. The known problem is when the consumers want to consume them, they have to search for scoop first and this is troublesome.



Based on the needs of yogurt's consumers, Heavenly Blush has developed packaging all in one cup, the first in the world, “3 Little Compartments Cup” with three compartments inside, one for yogurt, one for fruit toppings and one for scoop. All included is a single cup.

To enjoy the yogurt with fruit toppings, consumers feel free to mixing the yogurt according to the preferences of their own. The cup is bendable and the fruits will flow into the compartment that containing the yogurt. Consumers can stir them up with a scoop that has been provided and can be immediately enjoyed wherever they are.

The part of the cup is coated with sticker and the top of the cup covered with cup lid that keep the quality of the contents insidewhile showing the images of fruit and yogurt according to the contents inside the cup.

With this “3 Little Compartments Cup”, Heavenly Blush hopes that is more and more consumers will find an easy way to enjoy yogurt and much more able to feel the goodness of the yogurt for health. Let's enjoy the healthiness of yogurt everywhere.



Japan

## GATSBY EAU DE PARFUM

**Company:** Able Design Planning Company Ltd.

Image of gentle modern young men was inspired the bottle's shape, using straight lines and relaxed curves harmoniously. The refreshing blue gradation combined to the items colors expresses the sunset, cocktail and summer sky and also a sweet comfortable scent. The emboss with white graphics are resources used to create an eye catch effect even in low light conditions.



## KINUHARI

**Company:** Toyo Glass Company Ltd.



Japan

### a. Description

The Japan's first preprinted stock bottles. These Kinuhari bottles enable a small lot order by the case with the Made-to-order production system to receive orders for a limited period of time. A lot of customers especially Japanese Sake manufacturers have adopted the Kinuhari bottles for their high-quality products.

### b. Material

Glass bottles preprinted with ceramic inks

### c. Size

"Shikihari" bottle: Capacity 720ml, Weight 420g, Diameter 76.6mm, Height 296mm

"Classup" and "Dressup": Capacity 500ml, Weight 375g, Diameter 62.5mm, Height 291.5mm



Sample\_Kinuhari2014-2015



### d. Inspiration

"Kinuhari" is designed to go with any customer's label. New designs for the three product lines to embody the each concept of the Japanese sense of the four seasons "Shikihari", elegance "Classup" and glamor "Dressup" have been released every year and highly appreciated by approximately 60 customers since 2014.



Japan

## BLUELET DECORAL FOR TOILET BOWL CLEANER

Company: Kobayashi Pharmaceutical Co. Ltd.

### a) Description

This container consists of 2 parts, a mouth part and a bottle.

- 15φ functional mouth part: When squeezing out the cleaner gel, it can stick more than 30 φ flower- shaped gel to the toilet bowl. The world's first mouth part which brings you wonder and pleasure.
- 1.1g thin -walled bottle: We achieved both closing function and squeezing property, by making the bottom edge thin-walled while keeping upper edge thick -walled, by our new bowl molding method.

### b) Material

- Bottle (PE)
- Functional mount part (PP)
- Cap (PP)
- Blister (PET)
- Backing card (Paper)

### c) Size

Product (3 pcs included ): W95xD27xH173(mm)

Bottle: W25xD49xH18 (mm) 1.1g

Functional mouth part: 15 φxH9 (mm) 0.5g

### d) Inspiration

It's one of the techniques required in many industry fields to stick fluid material with design to the object.

By new idea to squeeze out the gel from the side, we succeeded in forming beautiful petal which cannot be imagined from container's appearance, and also, we miniaturizing it drastically. It made possible to cut drastic cost, to reduce the industrial waste, and disposal type.



Japan

## 28.9G PECOLOGY BOTTLE FOR ALKALIZED-ION WATER 2L

Company: Kirin Beverage Company Limited

### a) Description

This bottle has been developed for bottled water (Alkalized-ion water 2L). This is 6.3g lighter than our previous one and the lightest 2L bottle in Japan.

We achieved easy disposability and good graspability.

### b) Material

Bottle is made from polyethylene terephthalate.

Cap is made from polyethylene.

Label is made from polypropylene.

### c) Size

Length 105mm, width 90mm, height 310mm

### d) Concept

We improved strength and graspability.

Strength is improved by spiral structures at lower half of the bottle.

And we optimized the width and depth of the ribs.



Good graspability is improved by the deep and not horizontal dent at center of the bottle. This shape is designed according to the result of usability test of female.





Japan

## GOLD ICE BAR SERIES

**Company:** Imuraya Company Limited

### a) Description

In the Company of Traditional Japanese Style Ice "AZUKI(Maroon) Bar Series", We Have Developed "Gold AZUKI(Maroon) Bar Series" of Premium Specification. Design to Keynote the Fine Gold, It was Placed the Japanese Pattern. To Produce a Special Feeling in the Whole Body, You can Appeal by Independence to Our Customers.

### b) Materials

We Use the Aluminum Deposition Film of Polypropylene and Polyethylene.

### c) Size

The Dimension of the Packing Case is as Follows:

Height 190mm x Width 55mm x Length 22mm Three Dishes Common.

### d) Inspiration

"Gold Azuki(Maroon) Bar" Series, Has Been Constituted by the "Gold Adzuki(Maroon) Bar", "Gold Uji-Kintoki Bar" and "Gold Milk-Kintoki Bar". These are the Products that Located at the Apex of Our Traditional Japanese Style Ice. All of These Have Been Developed to be Involved in "Selected Materials", "Proprietary Technology" and "Featured Compounding".



## NON SCENTED DEODORIZER FOR CARE

**Company:** Kobayashi Pharmaceutical Co. Ltd.



Japan

### a) Description

To reduce the risk of accidental ingestion by detention by dementia patients, we included following functions.

- The outer cover shape, by which it's hard to see the contents.  
(A device that does NOT stimulate patients' appetite.)
- The outer cover with lock mechanism (\*), "it can be opened only by sliding the cover while pushing lock button"

\* **Lock mechanism:** By which healthy people can open without any problem, but the dementia patients cannot open. (Passed our internal standard.)

### b) Material

Container of deodorizing gel: PP

Inner lid: PP

Top film: Multi-layered film including PP

Outer cover: PP

Shrink-film: OPS

### c) Size

W89 x D43 x H143(mm)

### d) Inspiration

The exits many customers who hopes to deodorize the annoying smell at nursing (caregiving) site. However, due to the concern that dementia patients might eat the deodorizer accidentally, they could not use standing deodorizer. Therefore, we developed this package aiming at the standing deodorizer with safety design, which can be used near the dementia patients at ease.







Japan

## **JILL STUART LIP BLOSSOM**

**Company:** Kose Corporation

a) Produced every Christmas Season from COSME DECORTE, this is a limited edition Coffret assorted with makeup items ideal for gifts.

b) Box : folded paper

Device on back of box: laser-processed paper

Tray : PS

Compact case: ABS , mirror : glass

Blusher: PP + cellophane

Eyliner: ABS

Lip gloss: tube / PE, cap / P.P



c) Box: 158mm x 183mm x 37mm

Compact Case: 68mm x 70mm x 18mm

Blusher:  $\phi$  25 x 58mm

Eyliner:  $\phi$  8 x 119mm

Lip gloss: 30mm x 17mm x 83mm



d) The theme is every girl's favorite , "sweets" Marcel Wanders has playfully worked magic on makeup items to transform them into a pretty and alluring package design filled with sweets. Each item looks delicious and mouth watering, but alas...not edible.



Japan

## **COSME DECORTE AQMW MAKE UP COFFRET III**

**Company:** Kose Corporation

a) Compact Case for Powder Foundation

b) PET

c) W=100mm x D=68mm x H= 15mm

d) Using the technique to precisely fit the relief of transfer foil with the relief on the case, casted in one part while it's generally needed two parts, expressed with luxury and three-dimensional graphics as if it's limited design. Change the design without making a new mold by only changing it's color also effectively reduced the cost.





## FASIO

Company: Kose Corporation



a) Offer of speedy and appropriate makeup items

**Pouch:** Virginity guaranteed, easy to open or close

**Container:** functional styling. The twist cap fits on the finger to support movement close to the eyes.

b) PP, PET, ABS, PCTA, Z, POM, M

c) **Mascara, Remover:** Wide65 X Height170

**Eyliner:** Wide53 X Height170

**Eyebrow:** Wide44 X Height170

d) FASIO is designed based on the concept of "Visible Function", as it visually guides to functionality and leads the user to handle the product naturally.

The method of use, efficacy, and intended result can be hinted at by visual information on the product.



## THE PACKAGE WHICH CONVEYS THE FIVE SENSES OF JAPAN

Company: Ecos Company Limited



### a) Description

The package is for feeling the Japan of five senses. When you open the box, you surprised to see red Fuji(Hokusai) and Sharaku, printed on the inner face. Because it is stitched with a thread, the less damage after opening of the printed surface.

### b) Material

Coated paper 270g/Square: Both sides

E-type cardboard (The thickness is 3mm)

c) **Size** of Main BOX is Length 165mm Width 160mm Height310mm

Size of Options box is Length 165mm Width 160mm Height93mm

(All Dimensions is outer size)



### d) Inspiration

This package has been designed as a sake of packages for souvenirs to tourists from overseas to come to Japan.

This package rather than throw away after opening, it makes it possible to drink sake while enjoying the decorations Japan taste like a folding screen.

In addition, it can also be supplied with options of n the glasses and tatami-coaster.

## PACKAGING CONTAINER FOR DISPOSABLE CAPSULE COFFEE TO PREVENT OXYDATION

**Company:** Cheonma Hanaro Co. Limited, Packline



**Description:** This is a capsule coffee packaging for a ground roasting coffee. The Modified Atmosphere Packaging (MAP) process has been applied to remove a residual oxygen during packaging process of capsule coffee. The thermoformed packaging container with an excellent oxygen barrier property has been accomplished by consisting of PP/EVOH/PP multi-layers structure sheet, and this technique enables the coffee keep fresh until the customer open the packaging and them feel the taste of just roasted coffee.

**Material:** polypropylene, EVOH, aluminum, sealant

**Size:** 225mm x 95mm x 35mm

**Inspiration:** Designing and packaging in accordance with the unique shape of Nespresso capsule, our capsule packaging give a distinctive visual feature for consumers and remarkable advantage of compatibility with Nespresso easily.



## ZZIMPAK

**Company:** Taebang Patec

A new technology for 'HMR' Market. "Self ventilation" at the corner of the tray. Designed to be microwavable without tearing or opening the closed lid



### Advantages:

1. Maintains excellent texture & taste: Steaming the food without overheating or dehydrating for better results.
2. Steamed Food Taste: Maintains moisture.
3. Reduces Cooking Time: It reduces cooking time by keeping the steam within the zzimpak tray.
4. Customer Convenience: Allows the customer to simply put the tray in the microwave without tearing the lid.
5. Convenience of opening: Easy peel





## CARBON FILM PACKAGING APPLICATIONS

Company: Enkorea Inc.



**Product Explanation :** Packing is used to choose between different types of film in accordance with the contents. In particular, food packaging is closely related to the freshness of the food (oxygen-blocking important cause of corruption). Existing oxygen barrier packaging, properties, and easily offended sealing the weak sex for food, and that the disadvantage is easy to tear easily, while popping Applications carbon film wrapper has had excellent properties of the new material carbon, became more affordable and develop skills excellent oxygen barrier food packaging film resin.

**Technical Features:** The carbon is eco-friendly materials, is an important resource in the 21st century. Any product using a carbon other than a carbon fiber Carbon products used in the film being the world's first.

**Functional Features:** Oxygen barrier effect to keep the freshness of food longer shelf life than the existing packaging. Transparency is good and does good fire can be low-temperature sealing properties are excellent. This reduces production costs are cheaper and reject rates can be high-quality wrapping production.



## OIL ADSORBABLE PLASTIC USING SUPER-ADSORBANTS

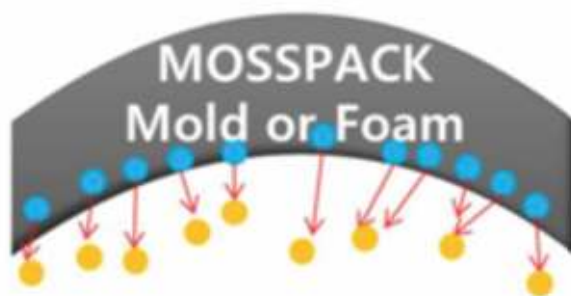
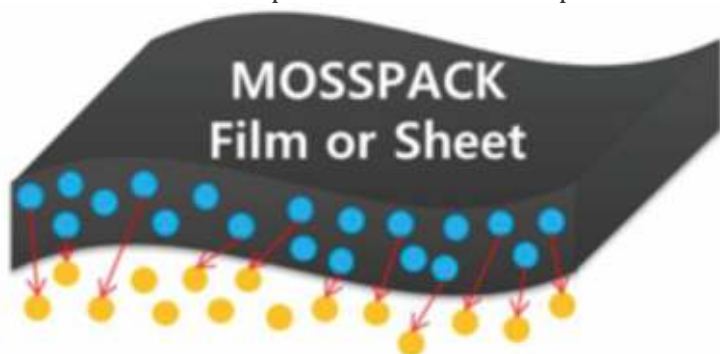
Company: Mospack Company Limited



Oil adsorbable plastic using super-adsorbents is a plastic tray that super-adsorbent pellets are dispersed uniformly in PET (polyethylene terephthalate) resin. The product made various purposes to cover customer usage safety, oil acidification, product quality degradation. It has adsorption ability without changing product shape and adsorption amount can be controlled by super-adsorbents amount in products.

The tray is a mixture of PET resin and MOSSPACK pellet. MOSSPACK is that synthesized attapulgite with polyacrylamide is a cross-linked super-adsorbent polymer that improves the oil adsorbing properties and enhances the material's physical strength.

It can make free size in products and is various plastic formation available.



● : MOSSPACK  
● : Oil





Singapore

## LOVELLE WINE GIFT CARRIER

**Company:** Brite Konzept Pte. Ltd.



This is a souvenir gift packaging specially created to commemorate Singapore's Golden Jubilee (1965 to 2015) celebration. In line with the theme showcasing the Singaporean Spirit, the graphics are centred at Singapore's iconic landmarks which are close to people's hearts, both locals and visitors alike.

Its unusual triangular shape with a 3-string handle gives it a modern and unique look compared to traditional box-type packaging. To further enhance its elegance, printed electronic lighting is incorporated. When the switch is 'on', the succession of blinking lights will certainly

attract attention and make heads turn. This not only serves as a very meaningful gift packaging in remembrance of Singapore's magnificent milestone, but it can also be used as a decorative hanging light as well as table lamp.



Singapore

## CHANG-ER'S HANDBAG

**Company:** Modern-Pak Pte. Ltd.

### Product Description and Function

- Creative
- Original
- Unique
- Beautifully designed
- Special
- Very attractive
- Appealing
- Multi-purpose packaging design.
- Capable of many uses.
- Able to use exteriorly as a handbag, interiorly it is able to store moon cakes.
- Innovative feature
- Able to lock
- Dual functionality: serves as a carrier or a handbag
- Appearance looks like a chest box, coupled with handle that serves like a carrier like a bag



### Material

- Recycled materials used. Environmental friendly
- Ability to Integrate 3Rs: Reuse, Reduce and Recycle the packaging
- Value-add to the attractiveness of moon cakes as well as buyer of the moon cakes
- Able to use as a carrier for other things

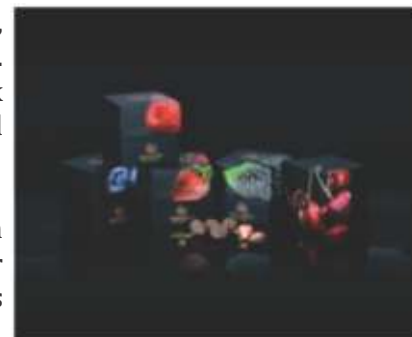


## GULLIVER GOURMET SELECTION

**Company:** The Factory Chocolat Pte. Ltd.

An elegant matte black cubical box with picture of the flavors are of high-definition, embossed pop-up feel and highlighting even the smallest details of the fruit or nut. The distinctly bright colors of each fruit show up on the box beautifully as the black provides a contrasting background. Inside is a black PVC tray that is air-tight sealed with a golden foil to maximize freshness.

Visibility and eye-catching size of packaging is the main condition. A size which easily handled and great for normal consumer impulse purchase and also a gift for any occasion. The top cover of the box is 90mm x 90mm x 90mm while the bottom is 93mm x 93mm x 50 mm.



The design was chosen based on the fact that we wanted to stand out from the crowd. Most competitions usually focus on image of chocolate or the company's brand. However, we wanted to showcase clearly the star of our product – the fruit or nut. Gulliver's main aim is to promote healthier chocolate consumption and hence, we want to also further perpetuate our vision through our Gourmet Selection packaging. The packaging also showcases our new logo for our Gourmet Selection; it comes in the shape of a brown wax seal. It resembles chocolate, which is the core passion of our company, and it symbolizes a promise to deliver the highest quality products possible to our customers. All text on the box are straightforward and no fluff, to make sure that all our customers can understand it.

## FORTUNE CAT PREMIUM SET WITH AUSPICIOUS TISSUE BOX

**Company:** Goh Joo Hin Pte Ltd.



Chinese New Year is all about precious bonding time between families and friends, to relish and share gifts and moments. Let Singapore's favorite, No. 1 Selling Abalone (Source: - Nielsen Singapore) be your eloquent Gift of Love this Chinese New Year.

### Inspiration

The luxurious and auspicious limited edition premium gift set is reserved for those who consider gifting an absolute significance of expressing generosity and appreciation to the recipient. Inspired by our chief designer, she has labeled this gift set as the Grandeur of Gifts. The lifting up effect eludes a grand expression of gift opening, inside wows the gift recipient with a re-useable

Collectible tissue box sitting gorgeously and comfortably in a base mount that signifies stability and longevity.

### Product Description

New Moon Abalone is the heart warming gift for your loved ones. Abalone is widely recognized as cream of the crop among seafood, widely associated with luxury and fine dining indulgence. Every can of New Moon Mexico Abalone is stringently selected for the finest quality grade and meticulously prepared.

### Material

The lucky and adorable Fortune Cat is delicately imprinted on each outer box to share the joy and good fortune with everyone. Each gift set comes with an attractive adorable New Moon Auspicious Fortune Cat, a pack of Auspicious Fortune Cat Red packets and stickers. Each gift set embodies one can each of New Moon Premium Grade Abalone, New Zealand, Australia and top of the class Mexico Abalone.

### Size

28.5cm (L) x 18cm (W) x 15.5cm (H)



Singapore

## HARI RAYA 2015 GREETINGS BOX

**Company:** Starlite Printers (Far East) Pte. Ltd.

### Description:

This box takes after the shape of a "ketupat" (rice cakes) and is created to celebrate the Hari Raya Aidilfitri, a festival that marks the end of the Islamic holy month of Ramadan. During the festival, meals with a wide variety of dishes along with 'ketupat' would be served.

### Material

This product is made with 350gsm coated one side board laminated with metallic foil. The box is coated with special UV effect varnishes that created a sheen on its surface.



### Size

The dimensions of the Hari Raya Greetings Box is 148mm (width) x 148mm (depth) x 58mm (height).

### Inspiration

The box comprises 2 parts, an external part that depicts a bamboo woven ketupat and an internal tray. It may be reused as a keepsake box in its entirety or the inner tray may be detached and used separately for holding stationery or accessories while keeping the external portion as an ornamental display.



Singapore

## PAN SEARED BARRAMUNDI STEAK

**Company:** Starlite Printers (Far East) Pte. Ltd.

### Description:

The pan seared barramundi steak is one in a series of ready-to-cook meals designed for busy urbanites who aspire to have healthy, delicious and easy to prepare meals. To align to the notion of healthy living, this series of food products uses all natural ingredients and focuses on fish fillet.

### Material

This product is made with 360gsm solid unbleached board. The box is coated with a water based varnish.

### Size

The dimensions of the Pan Seared Barramundi Box is 270mm (width) x 157mm (depth) x 34mm (height).



### Inspiration

The packaging incorporates 2 rounded corners to give the box a softer look and to differentiate from its competitors. It is complemented with a photograph with a kitchen setting completes with wholesome ingredients in the background to further emphasize the healthy message. A kraft-backed board has been selected to ensure that it could maintain its rigidity when the contents





## INTERCONTINENTAL HOTEL 20TH PREMIUM MOON CAKE BOX

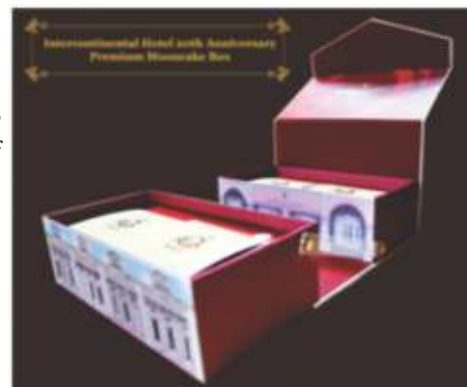
**Company:** DPC Packaging Pte. Ltd.

### Description

In celebration of its 20th Anniversary in Singapore, together with the joyous occasion of Singapore's 50th Jubilee of nation building, our client, Intercontinental Hotel Singapore wanted to make a memorable VIP souvenir box for this mid-autumn festival for locals & foreign visitors to have a slice of Singapore's history.

### Material & Purpose of Use

We Printed on Satin Cloth and used high-grade board to ensure the sturdiness of the structure. This structure is a good storage for accessories, stationery and jewelry. It can also act as a table-top storage for small food items.



### Size

The size of this VIP box is 260mm(L) x 145mm(B) x 158mm(H). The double tier design allows customers to easily carry the box around, as compared to the usual mooncake box, which is bulky.

### Design Concept Inspiration

The box's architectural structure, colour & design was done to capture the vibrancy of the 60s' that stood the test of time. We carefully designed the "red carpet" feel for this occasion, where the flap comes down to welcome guests to the hotel entrance. As the first tier opens up to the second tier, the design quickly embroils the lifestyle of the yesteryears.

## NEW MOON ABALONE & WINE GIFT SET

**Company:** Goh Joo Hin Pte Ltd.



Singapore



Chinese New Year is all about precious bonding time between families and friends, to relish and share gifts and moments. Let Singapore's favorite, No. 1 Selling Abalone (Source: - Nielsen Singapore) be your eloquent Gift of Love this Chinese New Year.

### Inspiration

The unique open window box cover stands out from other gift set options that are of older traditional design and look. This gives a generous feel to the gift recipient. The red box retains the necessary festive celebratory prosperity tone with modern finishing. Flora blossom prints on auspicious red colour retains the tinge of Chinese New Year festivity.

### Product Description

Enclosed within each gift set is one can each of Premium New Moon New Zealand Abalone and New Moon South Africa Abalone, complemented with a bottle of multi-award winning Chilean Wine, Cabernet Sauvignon is bundled in the set to add a modern touch of flair.

### Material

Made from environmental friendly paper material with eloquent glossy laminate for a touch of class, this new gift set is designed to appeal to younger and trendy gifting demands.

### Size

31cm (L) x 20cm (W) x 8cm (H)





Singapore

## **INTERCONTINENTAL HOTEL 20TH ANNIVERSARY DELUXE TINGKAT**

**Company:** DPC Packaging Pte. Ltd.

### **Description**

In celebration of its 20th Anniversary in Singapore, together with the joyous occasion of Singapore's 50th Jubilee of nation building, our client, Intercontinental Hotel Singapore wanted to make a memorable souvenir box for this mid-autumn festival for locals & foreign visitors to have a slice of Singapore's history.

### **Structural Design & Size**

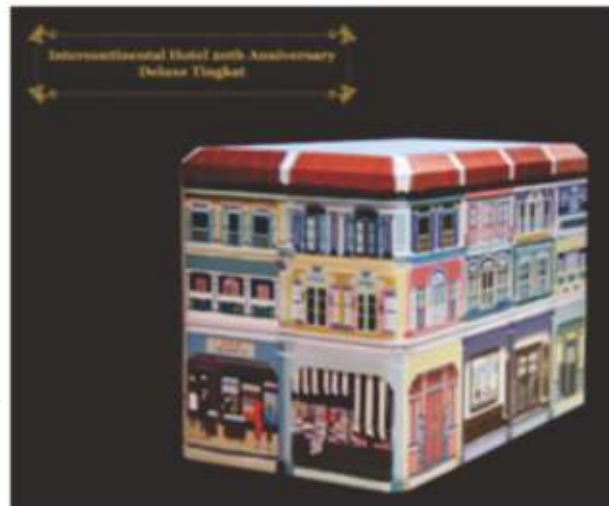
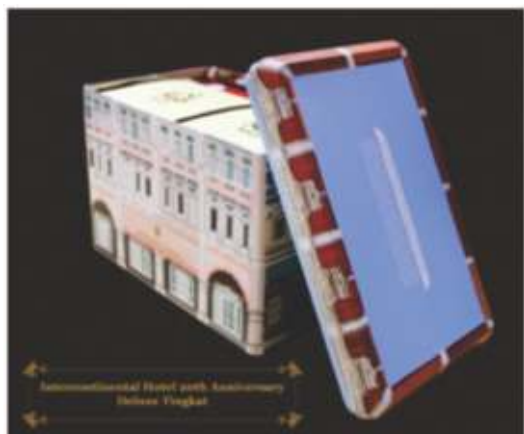
"Tingkat" or "Tiffin" or "Dabbas" lunch box was the first thing that comes to our minds when conceptualizing the structure. The size of this box is 215mm(L) x 135mm(B) x 160mm(H).

### **Material Used**

The material for this box is tin. We used both food-safe ink and varnish; adding emboss on the columns to give a 3D finishing touch.

### **Design Concept Inspiration**

The design concept was to capture the vibrancy during the 60's period that stood the test of time, which were the building's architectural structure, colour and lifestyle. The British colonial columns, balcony and cornice mixed with our multi racial designed tiles, windows and floors were carefully drawn to showcase the uniqueness of Singapore's architectural history.



Following Singapore's initiatives on environmental friendliness, this box has the 3R elements.

1. Reduce: We simplified the entire packaging to just tin material without elaborate accessories. However, the functional aspect is not compromised.
2. Recycle: Tins are highly recyclable materials due to their intrinsic properties and their economic value. In return, end users may dispose the box into the recycle bins near their homes.
3. Reuse: The design element was meant for all occasions rather than for a particular event. Thus end users may keep it as a souvenir or collectable.



Sri Lanka

## HYSON TEA DISPLAY

Company: Star Packaging (Pvt.) Ltd.



**Description:** This is made out of 5 ply and 3 ply B flute paper corrugated boards covered by eye catching digital printed sticker pasted on it. This elegant display unit was developed to promote the product at point of purchase by enhancing the brand visibility. This is more economical, eco-friendly and light weight compared to the wooden and plastic products. The unique convertible design ensured convenient transportation, handling and hassle free assembling of the unit.

**Material:** This display unit made out of 5 ply and 3 ply corrugated fluting boards with digital sticker pasted on.



**Inspiration:** This is an eye catching point of purchase (POP) display which could easily catch the attention of the customers. This is a foldable unit specially designed for easy transportation and hassle free assembling at the user point. Although this is made out of corrugated boards due to the unique design ensures the durability and strength of the display. This is economical, eco friendly & easy to handle when compared to plastic and wooden displays.

## COMFORT PROMOTION TABLE

Company: Star Packaging (Pvt.) Ltd.



Sri Lanka

**Description:** This elegant design made out of 5 ply and 3 ply B flute corrugated boards covered by Digital Printed Stickers with gloss lamination. This design can be transported as a bag and at the point of purchase can be used as a display to promote the product by enhancing brand visibility. This is more economical, eco-friendly and light weight compared to the wooden and plastic products. The unique convertible design ensures convenient transportation, handling and hassle free assembling of the unit.



**Material:** This display unit made out of 5 ply and 3 ply corrugated fluting boards with digital printed sticker pasted on.



**Inspiration:** This unit also a POP display and this uses as a table to promote the product. It receives customer attention because of elegant and unique design. This table can convert to a bag and can transport very easily. Because of low weight control of the product is unflustered.



Sri Lanka

## NEWDALE SUPERMARKET DISPLAY UNIT

**Company:** Crimson CS (Pvt.) Ltd.



This rotating unit has LED lights which instantly attracts a child's attention and highlights the product benefits (i.e. vitamins, minerals and nutrients). Its innovative 3D pack design creates a visual stimulation for the product. The unit also serves the dual purpose of storing / stacking of our client's product that overcomes the issue of shelf space that is a scarcity in leading super markets.

The display unit is made of MDF, Forex 3mm and has LED Light strips and a motor with a wash basin to ensure it doesn't overheat. The outer branding is done out of branded digital sticker with lamination.

The unit is 60" in height (including header) with a width of 18". The weight is a maximum of 15kg that makes it easy to transport. The branding header is detachable in order to ensure minimum damages when transporting.

**INSPIRATION:** - After looking through some international exhibitions and displays we were keen on developing something novel that can be adapted to

suit the local market. Looking at the local industry, most material developed has less flair – rather it's mundane and basic.

At Crimson we are constantly striving to provide value to our customers and in our design and development approach we take into account all elements of the supply chain. We give serious consideration to design and structural creativity, ensuring that the brand message delivers a real impact both inside and outside the retail store. Asia Star Awards Submission 2015

We remain committed to achieve market leadership through innovative ideas and setting new trends in the industry and our primary objective is to ensure that our customers brand stands out at the point of sale.



Sri Lanka

## MINI BIO DOME PACK

**Company:** Print USA Pvt. Ltd.

The double laminated folded bottom holder for the Plastic Bio-Dome secures the plant and container with due rigidity and the colourful printing catches the eye at any market where the product is sold. Once the consumer has the pack, there is no need to throw away the carton, as it can be used as an indicator base to check the water level for the included plant within the bio-dome.



Printed on 300 GSM art board, the double laminated colourful display card that advertises the Bio-Dome is an excellent marketing tool to catch the eye of a consumer interested or not in home-grown plants. This practically viable printed package is ideal to be displayed on shop-shelves or hung for display.



**Material – 300gsm Double side Gloss Art Board**  
**Colours – Printed process colours C+M+Y+Black**  
**Finishing – Double Side Gloss Laminated**  
**Package Size – 137 x 285mm Back Panel**  
**205 x 275mm Base Panel**



Sri Lanka

## RANFER INFUSION RANGE - PYRAMID TEA BAG CARTON

**Company:** Print USA Pvt. Ltd.

This classy delight printed on 350 GSM food Grade Ivory-Back board in 4 colours offers an unorthodox design which catches the eye and suits the high-end market which the package is aimed at. The soft Grey pattern shown in the background offers a nice contrast to the posh lettering advertising the front and back panels surrounded by a silver foil.

The panels are varnished with a UV layer that gives polish to the final product, where the Ranfer logo is depicted with a Gold foil that catches the consumer's eye. The double flaps are not pasted, but held together using a half cut slip-lock design which seals the contents while offering rigidity to the packing.

**Materiel – 350gsm Ivory Box Board**

**Colours – Printed process colours C+M+Y+Black**

**Finishing – UV Varnish, Embossing, Silver Foiling & Gold Foiling**

**Package Size – 382 x 345mm Open Flat**



## M&S DAVID GANDY BOX

**Company:** Wilkins Spence Packaging Lanka (Pvt.) Ltd.



Sri Lanka



This is a specially designed promotional packaging we developed for Marks & Spencer PLC, a leading retailer in Europe. The pack comes with an innovative option enabling customer to feel the fabric through window. The product comprises sophisticated printing techniques like spot UV, foiling and also finishing contains Ribbon, Magnet for locking mechanism & plastic hook with a printed label. On the print we have achieved over 90% print quality Mellow color score which conforming dot gains/grey balance/ over print view & all four colour inks Delta E values are within the ISO 12647-2 printing compliance. Excellent presentation of this packaging contributed tremendously to promote the end product & it ended up as one of the most successful new launches during the year 2014 with gaining more than double

the projected sales from the product. Also this product material is FSC certified FBB board and ink is veggie and soy based inks.



## RITZ BARTON ENGLISH BREAKFAST TEA BAG TAG

**Company:** Flexiprint (Pvt.) Ltd.



Sri Lanka



**a) Tag Description :** This Product is an integral part of the concept of Tea Bags. Its Purpose varies form Functional, being used to dip and remove the Tea Bag out of the Cup and is used as a marketing tool for Brands showing themselves when hanging out of the cup just before the product is consumed.

**b) Material :** This Tea Bag Tag was printed on 230 GSM Art Board using 5 Special Colours. Inks used for this Tea Bag Tag was "Hartmann Inks" from Sun Chemical Group Germany.

**c) Size :** Standard Size of the Product is 28 mm X 32 mm after Printing, Splicing, Punching and Re-winding, which is supplied to meet the required specification of the Packing Machine – "Compecta"

**d) Extra Information :** The Concept of the designer was to create an impact of the Brand in the mind of the consumer keeping in mind that the Tag is the final place where the end user sees the brand before consuming the product and the attractiveness of the Tag has managed to inspire the customers to go for re purchase having built up a relationship with the brand when he experienced it last.







Sri Lanka

## TET A TEA 100G FRUIT RANGE

**Company:** Print USA Pvt. Ltd.



This pack made for 100g of pure Ceylon Black Tea is made with an innovative top folded design which makes storage and resealing an easy task getting rid of the necessity of storing the tea leaves in a different container. Printed in 6 colours and UV varnished on 350 GSM Ivory back food grade board, the warm colours are aimed at catching the eye of the consumer at a glance.

Instead of having a lock-type or folded lid-type bottom, the bottom main flap is glued to the secondary panel flap, ensuring a secure package offering protection against tumbles and turns during transport.

**Material – 350gsm Ivory Back Box Board**

**Colours – Process Colours + Gold 873 C**

**Finishing – UV Varnish**

**Package Size – 288 x 303mm Open Flat**



Thailand

## PIPPER STANDARD LAUNDRY DETERGENT

**Company:** Eqtyator Pure Nature Co., Ltd.



**Description:** The advantages of function are based on seven principles of the universal design. Moreover 3 levels measuring lid can be helped consumers to use convenient and protect liquid which will be spilled on consumers' hand. With compact size, it can be placed anywhere in homes and used as home decorative.

### b)Material:

Materials of packaging, plastics can be reused, that consisting of HDPE bottle and PP lid play a significant role in determining the shelf life of product that passed stability tests.

### c) Size:

Packaging dimensions include variations between 150.0 mm by 60.5 mm to 152.5 mm by 63.0 mm. Height of the bottle is typically in the range of 210.0-212.5 mm.

### d) Inspiration:

Pipper Standard Laundry Detergent, product under the concept of conscious health & environment, is mainly designed by using seven principles of the universal design consisting of equitable use, flexibility in use, simple and intuitive, perceptible information, tolerance for error, low physical effort and size & space for approach & use.





## FUTURE PACK

Company: Future Flex Co., Ltd.

### Description : Future Pack

"Future Pack" is a packaging bag with special designed handles to prevent hand pain. Future Pack uniquely stands up in the shelf and easier to carry. It can be conveniently reused and recycled. Future pack can be made into ready-to-use bags or rolling form filling bags for industrial use.

**Material :** Future Pack A plastic film is folded to be body of the bag and 2 handle sockets. Two plastic strips are inserted into the sockets which are cut off in the middle for handle shape and then the strips apparently become the handles.

**Size :** Future Pack The bag's dimension can be adjusted to fit customers' preference. The sample submitted is 12 inches width, 13 inches height and 3.5 inches bottom gusset.



### Inspiration : Future Pack Benefits

#### Recyclable

The Future Pack can be made by material that is 100% recyclable.

#### Reuse

After consuming all goods from the bag, customers can reuse it as a shopping bag or any other purposes.

#### Easy to Carry

The handle feature of "Future Pack" encourages customers to carry heavy goods with comfort. It is easy to grasp and go.

#### Reduce

Using less T-Shirt bag is one of major prospects to help protect our environment.



## HAPPY BLOSSOM- MOON CAKE

Company: Siam Kraft Industry Co., Ltd.

**Description:** Moon Cake packaging conveys the concept of 4-layer tiffin carrier whereby each layer can stuff 1 piece of moon cake. It is designed to demonstrate how gorgeous of Chinese auspicious flowers, that are Mei which symbolizes happiness, Chrysanthemum which symbolizes longevity and eternal beauty, Euphorbia Milli which symbolizes good fortune and peony which symbolizes love.



**Material:** Outer packaging is made of coated duplex board with gold metallic printing with inner moon cake carrier is made of paper core. Corrugated board is also used to lock between each stacking layer.

**Size:** The packaging is 12 cm in length and width, 29 cm in height.

**Inspiration:** Moon cake packaging is designed in tiffin carrier shape to represent joyful festival when family members come home for gathering and go picnic together. It is the time of happiness among blossom season when lively and cheerful moment is brought back in life.





Thailand

## TOASOR CAKE

**Company:** YOD Corporation Co., Ltd.



### a) Description:

The package is designed to be a choice of consumers who preferred eating Toasor Cake, the most famous traditional snack of Phuket, and wish to buy it as a souvenir. Meanwhile, other packages in current markets are unattractive pots without attractive appeal.

### b) Material:

All packages are 100% made of paper, thus they are biodegradable. Comparatively, the production costs are similar but the product sale is increased significantly.

### c) Size:

The size dimension of the package is L 20 x W 13.5 x H 3 cm.

### d) Inspiration:

Khunmaeju has long been Phuket's local souvenir shop, offering a variety of food products. Every product package is designed to reflect the identity of the South of Thailand. This packaging was designed with an inspiration of Phuket's traditional costume, Kebaya, which is known for its floral embroidery and lace pattern. Toasor Cake comes in 3 designs, representing 3 different flavors.



Thailand

## KULLANARD CHOCOLATE PACKAGING

**Company:** Design Sense & Marketing Limited Partnership



"Amazing Thailand, Amazing Thai Desserts" The product is designed as a modern Thai style for the main market – foreign tourists. Designed the product by showing the Thailand symbol with Thai elephant on the chocolate. Representing Thai signature with the attractive places of Thailand and the story of Thai elephant. The product is also promoted Thailand signature in an attractive way for Thailand Authority Tourism.

The plastic tray and cover is designed to protect the product safety. And the tray can put it in the freezer for save the aroma and the taste of chocolate is not altered.





## YENI KAVAKLIDERE VINEGAR BOTTLE SERIES

**Company:** Anadolu Cam Sanayii A.S.



**Description:** At the top of the product, the most remarkable detail is located: oval disc-like wide-cylindrical profile at the neck area. This classy touch starts the differences of the bottle from top whereas; at the below, the recessed area provides easier usage both vertically and horizontally in terms of ergonomomy.

**Material:** Glass packaging with proof-packed plastic cap.

**Size:** ~243mm height x 78.5mm diameter



**Inspiration:** "Yeni Kavaklıdere Vinegar Bottle" which is new to the market, is a product that symbolizing "DIFFERENCE". This 50cl volumed commercial product, has a design that changes simplicity into "difference" with its simple details. Main conical simple body continues with a similar piece of itself with very little difference.

## KEMAL KUKRER TURNIP JUICE BOTTLE

**Company:** Anadolu Cam Sanayii A.S.

**Description:** After easy-grip neck structure, the conical form that refers to a black carrot, which allows brand's communication, also reminds a carafe form with soft lines. Through to the base, design converts to a square form while creating flame stylization

**Material:** Glass packaging with metallic cap.

**Size:** ~190mm height x 62.7mm diameter – 250cc  
~280mm height x 87.5mm diameter – 750cc



**Inspiration:** The conical shape of black carrot's body combines with the cylindrical form and change to a square shape at the base by cutting four symmetrical sizes as the image of a flame stylization. It also looks alike to a carafe form, so it will fit to dinner tables in a classic and elegant manner.



## IBB HAMIDIYE WATER BOTTLE

**Company:** Anadolu Cam Sanayii A.S.

**Description:** For the first time in a glass water bottle, a tulip embossment that has a connection with our national history is used. Also, specially designed glass water bottle is used by 3 different companies (Hamidiye, Taşkesti, Kavacık) in our country, for the first time. It has high production efficiency.

**Material:** Glass packaging with metallic cap.

**Size:** ~219mm height x 68.7mm diameter – 330cc  
~297mm height x 87.4mm diameter – 750cc

**Inspiration:** The design shares the elegance of Istanbul, and easily handled neck part, shows the continuity of water. It is designed with wide radiuses of soft curves and modern lines. Tulip theme, the historical logo of the brand from Ottoman to present, emphasized under the bottom as engraving.







Turkey

## MEAL BOX

**Company:** Tasarist Ltd. Sti.

TASARIST



**a) Description :** The external part increases visual appeal with its windowed surface and it has an asymmetric oral form to enhance ease of opening. The internal part which contains food is designed as a tray and the front cover can be also used as table mat. These features provide ease of use.

**b) Material :** Production material used for the box is 100% recyclable coated paper (300g).

**c) Size :** Depth: 5 cm Width: 24 cm Height: 31 cm Weight: 140g

**d) Inspiration:** Functionality and visual appeal are combined to increase after sale customer satisfaction. With its elegant look and distinctive features, the new design innovates home delivery category in which almost all transfers are made by ordinary cartons. With its windowed surface, distinguished design and stylish visualization, it is targeted to make the box a component of customer experience.



Turkey

## ISTANBLUE VODKA PACKAGE

**Company:** Tasarimussu Ltd. Co.



To express the identity and spirit of Istanbul, we depicted bosphorus with a groove on glass which is unprecedented in bottle. Both sides of Istanbul are illustrated considering their culture and lifestyle. The package of vodka bottle has been created considering of İstanbul's young, dynamic, contrary and historical spirit.

The main material used in packaging is glass. We have created a glass bottle with a groove with minimum waste on production process at a very high quantity.

The volumes that we had worked for each bottle; 100cl, 70cl, 50 cl and 35 cl. Four different size meets with consumers.



Turkey

## SAFYA SUNFLOWER OIL

**Company:** Tasarimussu Ltd. Co.



For structural resistance of packaging, we designed sunflower seed reliefs on surfaces, oil drop abstraction on label area; safe handling for unification of usability and aesthetic guaranted success in sales. We combined the sunflower packaging lid with the fractured shoulder which gains resistance and with the dynamic shoulder detail aesthetically.

Safya oil packaging has been presenting in different sizes with PET material. Despite its dynamic form it's been designed according to easy production process with PET material.

There are two different sizes in the market; one and two liter PET packaging.



## PLASTIC BOTTLE FOR 700ML

**Company:** Sarten Ambalaj Sanve Tic.

The patterns increase the resistance of the package, as well as providing an aesthetic view. The form of the package enables it to be held & poured easily although it does not contain handles.



Turkey



## 250 GRS COFFEE CAN

**Company:** Sarten Ambalaj Sanve Tic.



Turkey



The 84\*135 mm coffee can with aluminum peel off end and plastic top cover provides hermetic sealing to keep the coffee fresh before use and after opening of the can. The can has secondary use as packaging at home or office after use.

## SIDE WALL PANELLING 5 LITERS

**Company:** Sarten Ambalaj Sanve Tic.



Turkey

Downgauging of the can body material, from 0,24 mm to 0,22 mm, was achieved with panelling formed on 4 sides of the can. Using this technology enabled us to save 6,3 % material and carbon emissions which is significantly lower in cost and more sustainable. Through the vertical form built in the tin can body surface, about 6% material saving is achieved. This form provides a visual integrity while maintains durability during transports and transfers.

### TECHNICAL INFORMATION

Diameter; 117 x 150

Size : 312 mm

Inside; Plain (non-lacquered)

Exterior; Printed 32 mm drilled formed tin oil box





Turkey

## SUTAS CRÈME CHEESE GLASS BOTTLE

**Company:** Sutas Sut Urunleri A.S.



### Description

Sütaş Cream Cheese's package consists of two parts; glass and metallic cover. Glass is an amorphous (non-crystalline) solid which is often transparent and because it can be formed or molded into any shape, and also because it is a sterile product.

### Material

Glass is formed from a specific type (soda-lime glass), composed of natural materials including silica 72% + sodium oxide 14.2% + lime 10.0% + magnesia 2.5% + alumina 0.6% and several minor additives.

### Size

This glassware product has a volume of 315 cc, height of 92 mm and diameter of 73 mm. Its weight is 155 g and it is 1.5 mm. The green cover is also PVC with diameter of 73mm.



### Inspiration

Sütaş Cream Cheese's package, which is designed by well understanding of consumer needs, brought innovation to the category. Healthy and environment friendly glass bottle enables consumers see the cheese itself and preserves Sütaş Cream Cheese's special taste and structure. Its overall graphical and packaging design serves the aim to communicate strategic brand attributes of natural taste and good ingredient.



Turkey

## SUTAS AYRAN PACKAGE

**Company:** Sutas Sut Urunleri A.S.



### DESCRIPTION

Sütaş Ayrân 300 ml consists of two different materials: glass bottle and aluminum cap. Logo and legal information are printed on the bottle. Sütaş Ayrân's essential part "Splash" is engraved on the bottle. Cap is reflex blue and Sütaş Ayrân logo is located on it.

### MATERIAL

The bottle is recycled glass bottle.

Cap is reflex blue, consists aluminum 200 microns and the ring of the cap is remaining in the cap when it is opened.

### SIZE

#### Bottle:

Capacity: 300 cc

Glass Weight: 190 gr

Diameter: 60 mm

Height: 181,60 mm

#### Cap:

Diameter: 38 mm

Height: 16 mm

### INSPIRATION

While creating the first custom-designed, ergonomic, stylish and environmentally friendly bottle in the Ayrân's world, Sütaş Ayrân took into account the latest beverage market trends of "health & wellness", convenience and premiumization.

Sutas Ayrân communication concept "Shake", closely associated with Ayrân, perfectly matched with the bottle engraving design "Ayrân Splash", and converted the bottle into a modern and dynamic style.



Turkey

**WESLEY**

**Company:** Twinsadhouse



Wesley is a new brand in the sweet & snack industry. that promise extra good quality and savor.

The premium chocolates and snacks of the brand are produced in Turkey, Spain and Azerbaijan in collaboration with North ernIraq by Wesley Chocolate & Confectionaries Ltd.The products are sold in retail chains and traditional groceries

in Europe and Middle East market.

Wesley logo and the packages are designed by Twins adhouse. The brand has “affordable luxury” ve “contemporary classic” identity codes. Instead of having ornate details for the Middle East market, the brand differentiates from its competitors with simple and elegant design details.

The lion of Wesley logo symbolizes knowledge and mythology and it shadows out the expertise of the company. The heart shaped scepter symbolizes “passion”.



The package material is metallised and paint edmatte before lamination.

Package dimensions: 142x174 mm -120x170 mm -142X174 mm -130x100 mm- 130x105 mm- 130x110 mm