



**STUDENT  
CATEGORY**



Bangladesh

## SHOPPING BAG

**Student Name:** Jannatul Fardous Moni

**Institute:** Shanto-Mariam University of Creative Technology

It is a hand bag or shopping bag. It is very much convenient for shopping. It can be used for traditional dress or activities. It is handy and not harmful to the environment. It has no side effect because it is completely handmade product.



## CD COVER

**Student Name:** Aysha Akter

**Institute:** Shanto-Mariam University of Creative Technology

This is a very exceptional and rare CD cover. This CD cover had a triangular and rectangular shape. That contains a CD to hold it the theme of the cover is based on a bamboo. This is unique to look for this cover can be used for decoration of the house. This can cost effective as a show piece and look attractive.



Bangladesh

## CHOCOLATE GIFT BOX

**Student Name:** Fariza Quyoom Eevana

**Institute:** Shanto-Mariam University of Creative Technology

This eco-friendly chocolate gift box is made with coconut shell & jute. This box is perfect for kid's party because of it's funny & trendy look. This high-end box's materials are very affordable & available in everywhere. This is a simple way to care for the environment and save your money at the same time.



Bangladesh

## TIK-TAK PACKET

**Student Name:** Fariza Quyoom Eevana

**Institute:** Shanto-Mariam University of Creative Technology

This is a Packet of Chocolate. It's a round shaped packet which is very cute. It is decorated with Jute, Ribbon, Feather of Peacock and Sequin. The Interesting part is, it looks more like a cartoon. It has two eyes and the Opening is actually the Lips. Its elements are user Friendly. So, all in all it's a simple, cute Chocolate Packet.



Bangladesh



Bangladesh

## UNIQUE TWO STORED JEWELLERY BOX

**Student Name:** Fariza Quyoum Eevana

**Institute:** Shanto-Mariam University of Creative Technology



This is mainly a jewellery box which is very much attractive and colorful. It is decorated with the colorful papers, stone and ribbon. The main focus of this box is that a flower is made top of the box which is mainly the reflection of our national flower Water Lily. The elements of this jewellery box are 100% user friendly. The market value of this jewellery box is good because it is quite beautiful and attractive. In this box there are actually two parts which is quite unique. So it can be said a two stored jewellery box.



Bangladesh

## TWIST JEWELLERY BOX

**Student Name:** Fariza Quyoum Eevana

**Institute:** Shanto-Mariam University of Creative Technology



This is very much attractive and exceptional jewellery box. The box is hat shape jewellery box & it's very colorful, different & unique. This is made of a basement of thick brown paper which gives the basic shape of the structure. This pack is environment friendly with cost effective for a desired gift to a beloved one. Outside decoration is done with poster colour, white pearl, laces and mirror. The marketing value includes not only monetary but also brand value. The pack has good stability & is good for carry for light jewellery



India

## LA BRACCESCA COMBI PACK

**Student Name:** Suraj Nikam, Abhishek Kokaje

**Institute:** Indian Institute of Packaging

This is Promotional Display cum Combo Consumer pack for LA BRACCESCA wine. This Box is combination of wine bottle and glasses.

### Description:

It's unique design and printing makes product attractive. This structure is made from joining two separate Semi-elliptical boxes, where Wine Bottle and glasses are precisely fitted into that with appropriate cushioning given by EPS Foam. When the box is in opened position Bottle and glasses are uncovered halfly. Foam is fitted in each half as it is in closed position gives complete cushioning to both Bottle and glasses. Magnets are provided for easy opening and closing system. LED light feature make product eye-catchy. The overall graphics and printing on the box add value to the product and all these features gives unique identity to product.



### Material:

- Paperboard of 350-400 GSM
- EPS Foam
- Cardboard paper (Black)

### Dimensions:

- 21 X 15 X 37 cm (LXBXH)



## ALUMINIUM WRAP DISPENSING PACK

**Student Name:** Tejas Tathe & Amit Kumar Singh  
**Institute:** PVG's College of Engineering & Technology

'Aluminium Wrap' is a carton used for holding (Packing) aluminum foil, normally used for food wrapping. The triangular of the product gives good shelf life. The reason for making this shape is that compared to rectangular shape carton triangular shape need less carton space. On the other hand the aluminum foil is wounded on a core which easily fits into the inner shape. Considering from Packing point of view such shape occupy less space in the box.

The colour scheme gives the product a synthetic look mostly cyan color is majorly use in design because of it is cool in nature & also viewing purpose & to make more improvement Aluminium Wrap is printed with Digital Foiling. In addition it is provided with tucker/cutting blade inside which makes the foil to tear easily and evenly. The substrate used is 250gsm Art paper. For easy loading and unloading aluminium foil we uses a very simple folding style which is usable to housewife easily. To avoid the product from damage during transportation and rough handling it can beshrink packed to maintain its stability.

On a whole when the product is kept on shelf and compared with the other competitive packs its shape gives it a unique identification.

The carton size can be more reduced along with more foil wrap if the inner core diameter is reduced. Also according to our concept we can also create a small size of packs.



## COCONUT SHELL PACK

**Student Name:** Pratik Gaikwad  
**Institute:** Indian Institute of Packaging

1. Coconut shell is used as a packaging material.
2. Can be used as Gift Pack for numerous items such as jewellery, gifts, etc.
3. Sufficiently robust which make it quiet competent while transporting fragile products.
4. Coconut shell used is recycled one and environment friendly.

### Materials:

- Coconut Shell
- Threads on Mild Steel (Alternatively we can make threads on Wood / Metal / Even directly on Shell)
- Polyurethane Foam
- Fabric
- Velvet
- Satin- Satin is used as Secondary pack (Bag) to keep coconut shell into bag and it has good aesthetic appeal.

### Inspiration:

The main inspiration is taken from the natural left out nut-shell of the coconut for its robust & biodegradable consistency. The sustainability inspires it to be aesthetically accepted.





India

## SHOE BOX

**Student Name:** Ashish Tiwari, Mohit Singh, Akshay Tyagi, Sheetal Sharma  
**Institute:** Indian Institute of Packaging



In Today's world we have a natural inclination toward recycling, reusing and reducing. The Box is designed in such a way to make sure we extract the last bit of the service. The first key feature is the cover with handle. This not only reduces the cost but also reduces the material consumption. The cover after purchase can also be used as a carry bag hence reusable. The cover has a display because of these shopkeeper can keep the box directly in the showcase and the cover also protects the shoe from getting dirty and fading of a colour. The inside box has a separation which keep the shoes in shape.

The separation is the fifth wall in the box placed diagonally which avoids scuffing and also increases the compressive strength. Therefore, more number of boxes can be stacked. The inside box can be reuse to keep things by the consumer. This reuse characteristic could be encouraged to reduce overall consumption of the material and indiscriminate discarding of package material

### FEATURES:-

- DISPLAY PACK
- EASY TO HANDLE
- AVOID SCUFFING OF SHOES
- AVOID WASTAGE
- ATTRACTIVE
- COVER CAN BE USED AS CARRY BAG
- MORE STACKING STRENGTH
- REUSABLE AND RECYCLABLE
- REDUCES OVERALL COST



India

## MODIFICATION OF EXISTING PACK WITH ZIPPER AND TRANSPARENT LEVEL INDICATOR

**Student Name:** Shubomoy Ghosh & Jayashree Singh  
**Institute:** Indian Institute of Packaging

### ABSTRACT :

The plastics sachets used by shampoo industries is basically for either testing purpose in market or for common rural household use. This design allows proper maintenance of sachets from smaller to larger without being wastage of it with a luxurrious design in its available price with zipper in Rs 3 pack of 8ml and transparent marker, handles and zip lock portion in a weekly standard gusseted pouch of 50ml and 100ml.this prevents in spilling of the shampoo pouches and its wastage, hence zipper and transparent marker is useful in prevention on purpose of this.

### DESIGN AND PROSPECTS

There is a need to introduce zippers in the sachet pouches with transparent indicator marker to check the level of the sachets. Small shampoo pouches are used for one use purpose, but when it got left out; it either gets wasted or falls down. The introduction of this zipper pouches helps in prevention of flowing down of shampoo liquids since after the pouch has been cut off the zipper can prevent the flow.

For the weekly point of view and assuming the number of members in a family is four, we have designed a stand up gusseted pouch. Since bottles are costly and can't be stored always in home weekly sachets solve many of the problems. It has a transparent marker indicator in it to detect the level of content of the pack to make themselves aware of their weekly need. Here we are designing a 100 ml and 50 ml pack.



## METHODS

Here we are designing two packs of shampoo sachets of volume 50ml and 100ml.

### For 8ml pack

Using PET AND POLY,

1. Standup pouch with a zipper bag and transparent level indicator.
2. The method will be same as that of existing pack with a handbag.
3. The thickness of PET is 12 microns and thickness of poly is 35 microns

### For 50ml AND 100ml

Using PET and Poly,

1. Standup pouch with a zipper bag and transparent level indicator.
2. The method will be same as that of existing pack with a handbag.
3. The thickness of PET is 12 microns and thickness of poly is 35 microns.
4. The length of Rs 3 sachet

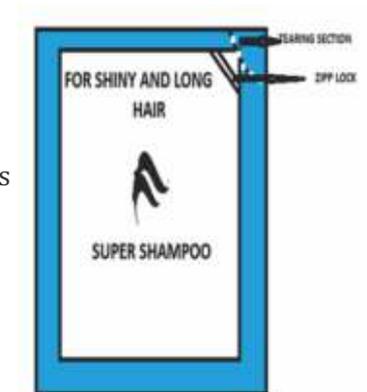
### For 100ml and 100ml

Using PET/MPET/Poly

1. Standup pouch with a zipper bag and transparent level indicator
2. The method will be same as the existing pack with a handbag.
3. The thickness of PET is 12microns and thickness of MPET is 10micron and poly is 35micron.



EXISTING DESIGN



FRONT VIEW OF OUR DESIGN

## DUAL JUICE PACK

**Student Name:** Akshay Tyagi, Mohit Singh

**Institute:** Indian Institute of Packaging



Dual juice pack is designed in such a way that dual chamber is introduced so that consumer can serve two type of juices or any kind of beverages through one pack. As it is big pack of around 1l, 1.5l or 2l which creates problem to handle, that's why a separate handle is provided on the pack, which was not there earlier. It is also designed to make it very convenient to pour out the beverages and handle the pack easily.

### Key features of juice box :-

- Dual Juice Pack
- Easy to Handle
- Easy to Pour
- Consumer Friendly
- Family Pack
- Innovative Design
- Economical





India

## VINERIA SECONDARY CUM DISPLAY PACK

**Student Name:** Amol Pawar, Prashant Sagvekar, Vinit Kanade

**Institute:** Indian Institute of Packaging



Vineria secondary cum display pack is a wine package that transforms from in-store display to carry home packaging to reusable wine racks. In most cases today, wine is shipped in boxes with loads of styrofoam pellets as protection for the bottles which increase the overall packaging cost. But in this case, very less but durable packaging material is utilized so that it gives maximum protection to the product with overall minimum cost. Moreover, its structure provides products safely during transportation.

Each wine rack can be customized with a winery's branding, and because it serves a secondary function, the branding lives on in customer's homes and offices.

### Material:

Sunbond paper of 4 mm caliper. It is stiff and durable material and has good printing surface.

Size of the package: 23 X 9 X 36 cm (LXWXH)

### Features

- 1) Horizontal Beams are mainly for locking purpose. Also prevent bottle from breaking in any accidental conditions. A beam provides excellent stacking capability with product in any conditions. When packages are unitized beam provides resistance to mechanical hazards to during transportation
  - 2) Flaps gives strength & supports to the both panels and also prevents rattling of bottles. It also gives strength to bottle in 'X' position
  - 3) Lase Handle is non glued also easily removable only purpose of easy single handed transportation.
  - 4) Circular grooves made only for to decorate wine glasses
  - 5) The ratio of length to breadth is nearer to 'golden ratio'.
  - 6) Cutout windows made in panels same as the shape of bottle to give support in 'X' position and for attractive look
- Other Materials can be used for this product Wood or 5-7 Ply CFB of higher GSM



India

## FRUIT JELLY PACK

**Student Name:** Harshavardhan P. Patil, Sagar Thakur & Gayatri Inamake

**Institute:** Indian Institute of Packaging

Fruit jelly Pack is a secondary cum display pack. Different Fruit jelly packed into box according to different types.

Its unique design developed by considering children and younger generation. Complex shape of box is developed in single carton by reducing wastages. Its half octagonal shape gives flat surface for different appearance. Different graphics design on each box gives product information attractively. This is a multidose pack with temper proofness & Its beautiful graphics shows real fruit appearance. This pack marks its uniqueness in market.

### Material:

Mirror coat paper board (300GSM), Adhesive

Plastic sticker for temper proof pkg.

Package dimensions:

12 X 7.5 X 4 cm (LXBXH)

### Features:

- Convenience to consumer in identification.
- Unique shape & aesthetic graphics.
- Proper protection of product during transport & handling.
- Easy to open & dispose.
- User friendly.





## BLACK BEYONCE PERFUME PACK

**Student Name:** Amol Ray, Lomesh Adhav, Prashant Sagvekar

**Institute:** Indian Institute of Packaging

Black Beyonce perfume pack is a transportation cum display pack. The package consists of internal and external packaging. The internal origami structure firstly serves the function to protect the product and transport it to its destination in sound condition and secondly to enhance its aesthetics during display. External packaging is designed with a help of a thick and durable material which protects the product as well as the internal packaging. The external package is designed in a square shaped profile for delivering an advantage of maximum space saving during package palletization.



The overall package is designed with a help of 100% recyclable raw material which makes it a complete ecofriendly package.

**Dimensions:** Length- 10.5 cm  
Breadth- 9.2 cm  
Height- 21 cm



## 'RENA' SAMBAL PECEL PACK

**Student Name:** Putra Widianana

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

Sambal Pecel is traditional salad sauce in East Java. In Indonesia, sambal pecel is mostly made by home industry, wrapped with plastic and small label.

This Packaging doesn't emphasize in innovative space/ structure, but mostly considered cost efficiency in production cost. Because this packaging use effective die cut in material, without leaving useless space.

We provide primary and secondary packaging. The secondary packaging can be opened to show two parts with neat rows of primary packaging.



The graphic of this packaging mainly use geometrical shape, to convey modern feel. The geometrical shapes, to convey modern feel. The geometric shapes is also used in the typography.

**New Lock System:** The primary packaging/ consumer pack use new opening technique, called pop up lock.

We use basic box shape to maximize stability during distribution.



Indonesia

## 'JOWO' SAMBAL PACK

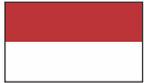
**Student Name:** Riyan Prayugo & Bagus Sudrajat

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



The design is mixed between vintage, traditional hand illustration and modern digital image. The illustration depicts mountain, row of trees and river, showing the all-natural ingredients. We also try to minimize the use of glue by implementing specific fold and lock in packaging's structure. It can hold its shape when stacked or distributed.

You can sell the single pack or the family pack, which consist of four small packages.



Indonesia

## 'CAK HAJIR' RANDANG PADANG MINI DISPLAY PACK

**Student Name:** Achmad Muhajir

**Institute:** SMA 1 Puri, Mojokerto

This mini packaging display is formed as 'Rumah Gadang' at West Sumatera, a traditional homes. Inside the mini display is primary pack using aluminum foil for packing 'Rendang'. Rendang is one of a local dish from West Sumatra. Almost everyone in this world likes very much because of its "caramel" curry, its spices, and its variations.

The elegant and attractive package be used as a display, giving an impression of premium class when on retail shelves.

With this mini packaging display ', the designer hopes Indonesian products can compete globally and raise awareness about Indonesian culture.



Indonesia

## 'SAMBANG JATIM' SAMBAL PACK

**Student Name:** Ary Bagus W.

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

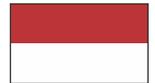


"Sambang" is the abbreviation of Sambal Bawang (garlic chili sauce), one of the most popular variant of chili sauce in JATIM (Abbreviation of East Java). The Main concept of this packaging is easy to carry and easy to use. The shape of primary packaging is design to resemble chili, and the secondary packaging is inspired by egg box to prevent damage.

There are 3 (three) ways to open this packaging. Firstly, you can tear the "leave" shape to open the whole packaging, secondly, you can open the top lid/ cover and pour the content as much as you need, and thirdly, you can peel the opening on the side and smear a bit of sauce to the food.

Here in East Java, people, love spicy food. We even challenge each other, about the level of spiciness that we can take. Therefore, we provide some level of "hotness" in this series of sambang packaging: medium, hot, super hot and extra super hot.





## 'NONA' SAMBAL PECEL GIFT PACK

**Student Name:** Taqiyyah Najiatullah & Irna Arlianti

**Institute:** ITS Surabaya

This is the packaging of Sambal Pecel. Pecel is Indonesia traditional salad. The sauce (or "sambal") is made from peanut, lime leaves, chili, spices, etc. The packaging of "Sambal Pecel Nona" is inspired from peanut shape. It is designed as a hexagon shape to deliver practicality in store display and distribution. The design can be made in circle or in line, where one package can be easily separated from its cluster.



The illustration is simple, using outline and monotone colour of peanut, giving sense of pureness, organic, calm and tranquility.

## 'NIKMATSARI' SAMBAL PECEL PACK

**Student Name:** Yekti Herlina

**Institute:** Sekolah Tinggi Kesenian Wilwatikta (STKW)

In this global era, we need to improve the quality of our local product. Packaging can protect foods as well as promoting them to the market.

Sambal Pecelis one of Indonesia's local product that well known in Asia. It is usually wrapped in plastic and sold in big portion. If someone want to use it, they cut it into small pieces and mix it with hot water into thick, brown sauce. The sauce will be sprinkled in vegetables, just like salad. The remaining of sambal pecel should be kept in fridge to avoid contamination and prolong its freshness.



We design this packaging of Sambal Pecel in small, disposable packaging. People can conveniently take it (one, two, three packages, etc) depends on how much they want to make the sauce. It is cleaner and easier to use.

The wrapping is fan-folded, resembling a present. The whole packaging looks beautiful and fit for a gift.

## 'SAMBEL PINCUK' PACK

**Student Name:** Yuliawati

**Institute:** Surabaya University

"Pincuk" is a reference for the basic traditional plate, which made from banana leaf. Pincuk used to be commonly use in Indonesia, before ceramic plate become popular. The use of fresh banana leaf is said to have special aroma which enhances the deliciousness of food inside it.

Making 'pincuk' is very easy. You only need to fold the banana leaf in certain way, and hold it with rubber band or toothpicks. Some people doesn't even need anything to hold it.

The traditional value and unique shape of PINCUK become inspiration for this packaging. The fold and the lock technique makes the packaging practical, efficient and easy to be distributed, as well as environmental friendly, because it only needs paper and rope, no glue.





Indonesia

## 'SIDOARJO' SAMBAL PECEL PACK

**Student Name:** Vivi Miftakhurrohma N.

**Institute:** Muhammadiyah University of Sidoarjo

Sambal Sidoarjo is a pestle chili sauce typical from Sidoarjo, East Java, Indonesian, with the green shades of packaging. This chili sauce comprises 3 level of spiciness that is packaged in the hexagon construction.

Every level of spiciness packed in one package and there is package chili sauce shaped a sachet. So one package of the chili sauce contain 3 different variants. Package the middle and the highest from the side is level 5, this level the most spicy chili sauce. The right side is level 3, this level the moderate spiciness sauce. And the left side is level 1, this level that not too spicy chili sauce.

In the package on the right side and the left side have a recipe than can be combined with the chili sauce, and at the rear side have a composition of chili sauce.



Indonesia

## 'CLASSIC BRAND SAMBAL' PACK

**Student Name:** Faizal Rezky Dhafin & Jihad Aji Ghifari

**Institute:** 'Sepuluh November' Institute of Technology



In our opinion, the popular packaging for sambal (Chili Sauce) is made from glass. Glass is the perfect material because it can contain flavour, smell, and the freshness of sambal. So we try to find the similar material, and come up with tin can.

The packaging is round, short and not too big, so we can sell it in cheaper price. The secondary packaging is made from cardboard, with rope as a handle. We also put "belt" around the can, to prevent collision with other can, and keep it from rolling around.



Korea

## NATURE EMBRACED POT PACKAGING DESIGN "POO-MEUM"

**Student Name:** Han gip-peum

**Institute:** Hansei University

The existing pot packages mostly didn't consider the safety of the plants. But we designed our pot packages so the customers can move the plant from the store to the place they want. If you hold the hand parts at the front of the package and tear off on both sides, the package opens and you can easily take out the plant.

Material used is 'mermaid paper'.





## DROSTE CHOCOLATE

**Student Name:** Sim Jia Wen, Bernice

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

This is the repackaging for Droste Holland Chocolate Pastilles. The former packaging was

difficult to open up as the plastic was too tight to tear it open. It is small and more meant for travelling and as a snack to be kept in the consumer's bags if they can't finish. I changed the mechanism to have a lock on it so that the chocolate would not fall out from the packaging.

Using hand drawn illustrations for the graphics to have a handmade feel and sophistication. I also used bright colours to make each flavour stand out just like the taste of their chocolate.



## MAICAR

**Student Name:** Chua Jue Ying

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

Maicar is a series of pasta with different kind of pastas such as macaroni, penne, spaghetti, fusilli, and many others. The entire packagings are focused more on minimalism. The graphic design of the packagings is less intimidating to introduce the name of pastas.

A "lock" is used for the packagings, which are resealable once the packagings are opened. The idea is to design four different kind of pasta in every packaging to close up to form a shape of hexagon.

Suede string is used to tie all the packaging up which is easy for the consumers to choose and carry one big packaging instead of four packaging. It will save the consumers a lot of hassle of carrying more than one packaging.

The colour of choice is yellow because it represents joy, happiness and cheerfulness. The logo has been modified to improve and better match with Italian theme. Herb is used as a design motif for all the packagings in order not to make the visual look plain and boring.



## STAEDTLER CRAYONS

**Student Name:** Michelle Lee Jia Yi

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

This Staedtler repackaging benefits the target consumer in various ways. The packaged crayons are conveniently portable. Having been designed in a small hexagon structure, it caters to the children's hands so that they are able to hold the packaging without any difficulties, forming a stable grip. Furthermore, they are able to colour the graphics on the packaging according to their preferences. This material is sustainable and recyclable. It is also capable of having a second life as the packaging can act as a stationary holder as well.





Singapore

## INDULGENCE TEA

**Student Name:** Harith Norsyahmi Bin Normissham

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



Tea Packages are often taken for granted. Well, unfortunately. Under normal circumstances, looks of the packaging plays a part in decision making for purchase. However, people don't actually appreciate the aesthetics after purchase. So no matter how attractive the graphics, these packages are always disposed off shortly after consumption. It's time we change that. Why not have a part of the package be given a second life? A second purpose!

INDULGENCE 'tea-set; a design based on a Japanese tea culture, this sustainable packaging design allows consumers to indulge themselves with the unique tea of 3 flavour variations. that is; Japanese Cherry, Lush Orchard, and Red Blossom.

To further enhance their 'Zen' experience, the wooden packaging cubes, originally used to contain the tea sachets also doubles up as candle holders. Allowing them to create a simple candle light setup while they indulge. The set is also inclusive of a dessert packaging case made of a wooden base and an acrylic lid. Inspired by a jewellery case, this presentation of the mochi (food) emphasises the elegance of the concept.



Singapore

## CHOCO RUBRICS

**Student Name:** Abdullah Luqman Bin Abdul Razak

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



People have different likings, but mostly have a like for chocolate.

Choco Rubrics packaging is designed to commemorate Singapore's 50th birthday. On every side, there is a simple design of different places displaying the olden stories related it. The use of interaction at different turns form a graphics out.



The packaging is very useful as it can be used for different purpose, meeting the needs of different age groups. For instance, it can be a souvenir as it shows the Singapore story.

Each single cube will be filled with 1 pack of M&M's. With food, friends and family will be able to share. The packaging is reusable allowing consumers to refill the M&M's chocolate.

I hope with this design, people will be appreciative and proud of Singapore on how it has transformed from a small dot to a developed country and consumers will be more bonded





## PEA FLAKES

**Student Name:** Izz Bachtiar Bin Affandi

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

The pea flakes are treats for pets, mainly rabbits and hamsters. My target audience for the product is young kids who own pets. They can feed their pets these treats when they bring them out to play.

The graphics of the packaging are bright and cartoonish which attracts the younger demographic. The instructions and information at the back is also illustrated in an infographic style so that it is easier for the user to understand the information.



The packaging also has a mechanism so that the treats are dispensed one by one so as to reduce the risk of overfeeding. It is easy to use and does not require complicated procedures which makes it easy for children to use.

Finally, the packaging has a clear window where you can see the product inside. This allows consumer to inspect the product see if the pet would be able to eat the treats.

## SIMPLE SNAP

**Student Name:** Ahmad Alif Bin Ahmad Jani

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



The concept of the new packaging is created to save user's time as it is troublesome to scoop kaya from the jar and spread butter afterwards, then the spoon has to be washed. With a simple snap, both kaya and butter are able to be squeezed from the new packaging.

Glory's Nonya Kayalicious new Monster edition was created to add humor and fun to user's daily breakfast routine. The kaya will flow through the Monster's mouth, adding humor to making a sandwich. Fun can be found inside the box as games come along in the packaging.

### KEY FUNCTIONS

Kaya's outer box has a plastic sheet on the front side of the box. Users are able to see the graphics and create excitement after they see the monster.

The top of the box would be teared off so that users can see the balance of the kaya so that they are able to buy a new box of kaya. The kaya's container has to be bent so that the opening tears in order for kaya and butter to flow out. The container has to be squeezed so that kaya can flow out excessively.





Singapore

## TEA PAL

**Student Name:** Low Wei Leong Alfred

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

Tea Pal holds the benefit that most tea packaging lacks in. Though tea leaves are mostly kept at home, this product is designed to enable tea lovers to carry it along wherever they go. By integrating a simple concept, this approach will highlight Tea Pal's packaging in a way that it will increasingly promote health and well-being of the society through social behaviour.

Imagine bringing your own tea leaves from home to work, saving the costs to travel out and buy just a cup of tea back to the office. Leaving one hassle-free afternoon to bask in a good break. Tea Pal makes this a reality. Therefore, Tea Pal makes it possible for individuals to enjoy a healthy tea whenever and wherever convenience meets.



Singapore

## PANTONE AGAR AGAR

**Student Name:** Phang Chin Hui Jenny

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

This Pantone Agar Agar repackaging benefits the target consumer in various ways based on the new group of target audience.

The packaged agar agar are conveniently portable having been designed in a small hexagon structure. This packaging allows the audience to conveniently use them small amounts they need and store the rest.

Furthermore, this packaging is inspired by the Pantone swatch and colour wheel which is used internationally which allows the product to be understood internationally regardless of which country the product is sold in. This enables the agar agar powder to be recognized and sold internationally as what the company hopes. Adding on, the material is sustainable and recyclable.



Singapore

## SILKYGIRL XMAS SET

**Student Name:** Farah Binte & Abdul Razak

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

A Christmas-themed packaging for Silkygirl's cosmetic gift set. Adapting the festive season, Christmas elements like the candycane, christmas tree, as well as the colours are applied. This packaging has a unique way of carrying and it has a second life usage as an ornament to be hanged on the Christmas tree.





## HTEAB

**Student Name:** Tan Xin Yuan

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



The design is inspired by Singapore's popular house design, "HDB". The idea is to have a tea packaging that resembles Singapore and even replace Singapore tea brands.

The visuals were from what I observed when I looked out of my window at other HDB flats. The most popular things people place outside are plants, bicycles and clothes.

This design is also ergonomic as it requires no adhesive and hence can be kept and used for other uses. You can store pencil, coffee and plenty other objects. Furthermore, I added Singaporean characters to the tea sachets so you can keep the character after drinking the tea and can also be the topic to discuss about while drinking the tea with your family and friends.



## FOLDING PLATE

**Student Name:** B.M. Dananjaya Basnayake

**Institute:** Department of Integrated Design, Faculty of Architecture, University of Moratuwa



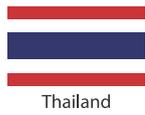
Folding plate is an exclusive packaging design which should be executed in Galleface area in Sri Lanka. This is the right choice for the vendors & consumers in the Galleface area. The form of this design is unique acting as a plate in one stage & a packaging in another. This packaging protects the food from external contaminations preserving the freshness of the 'vadei' in it & has zero effects on the environment since it has the ability to be recycled. By branding this packaging an additional trust is built between the vendor & the consumer, strengthening the profits & elevating the standards at present. Since it's innovative, practical & easy the design deserves to win this prestigious award.



According to the design structure of this packaging system the form can be changed into a plate or a packaging box with providing an usability for the consumers. It makes them more comfortable than current usage of normal plate. Through this product packaging system is focused on modern people who are following some eco-friendly concept like sustainability.



**Material-** recycled craft paper board is the main material for this packaging carton because of their low toxins doesn't harm to the food.



Thailand

## COCONUT SHELL LAMP

**Student Name:** Ms. Suwimon Unrean

**Institute:** Rajamangala University of Technology Lanna (RMUTL)

The product's shape is tall and it needs a big space to pack. It can be assembled. The inner package is designed to reduce a space for packing and displays all parts according to the complete product. Graphic design on the outer package focuses on a cartoon pattern to make the package looks fun, colourful, and outstanding to consumers.

### Packaging Materials

Shockproof Materials: Corrugated Paper E Flute

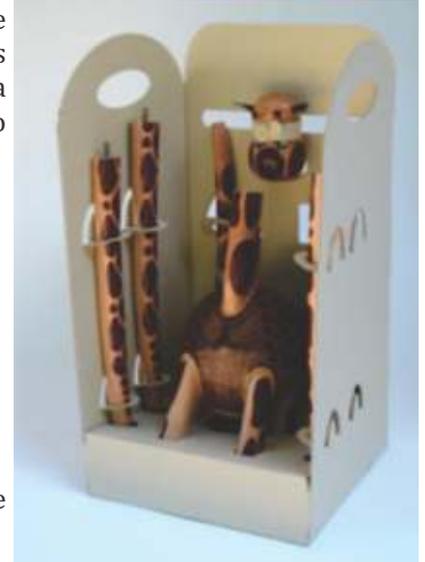
Outer Packaging: Corrugated Paper E Flute



**Size:** 24 cm width x 24 cm length x 47 cm height

### Advantages of the package

1. Save space for storage and convenience for delivery
2. Cushion has handles. It is easy to remove it from the outer package.
3. Outer package has a handle. It is convenience to carry.



Thailand

## TAMARIND

**Student Name:** Ms. Wannakorn Soonthornthammakorn

**Institute:** Rajamangala University of Technology Rattanakosin

The theme of the package is derived from the shape of a tamarind blending with the formation of beehive, using hexagons to make it look simple but outstanding and exotic.

More ever, the tamarind-shaped boxes can be put together like the figure of beehive.

This makes it easy to transport. In addition, it will look prominent on shelf which helps attract consumers. Each box of the package can be separated.

### - Material -

1. Kraft paper
2. Crepe paper





## JARONG

**Student Name:** Mr. Chutitthep Jaidee, Mr. Nitis Laoharatanahirun

**Institute:** Rajamangala University of Technology Krungthep



### Description

The packaging for ceramic vase set. This package (Can'vase) can protect the product and transport easily. The graphic is simplicity it can comfort to the product.

### Material

Corrugated board E fluted

### Size

LxWxD: 26 x 33 x 14



### Inspiration

The concept of Can'vase is derived from the black and white. We want to make the people feel happy and luxury when use product. Everyone can use this. Package made from corrugated board E fluted and inside have a partition to carry and protect a product.

## ASSAWA THAI CHESS

**Student Name:** Mr. Patirat Sripheewjan

**Institute:** Faculty of Applied Art & Design, Ubonratchathani University



Thai chess is one of thai traditional game which is fits with all ages. But now, the number of player is decrease and most of them is elder. So, our group decided to redesign the packaging. We made it more modern and more interesting for new generation.

### Description

- Product is compact portable and fits in everywhere



- It has the label explains how to play



- It could use as a decoration



- Product is ready to play





Thailand

## ARAN

**Student Name:** Ms. Pathitta Sirirerkratana

**Institute:** Department of Packaging & Material Technology, Faculty of Agro-Industry, Kasetsart University



### Description

ARAN is a packaging for containing 4 Aranyik kitchen knives. This packaging is eco-friendly by using paper. It has rigid structure, compact size and appropriate for transportation. It displays the graphics that also conveys the unique products and can attract attention as well.

### Material

Corrugated board E fluted

### Size

L x W x D = 94 x 72 x 275 mm

### Inspiration

The idea of this packaging is the food will look sliced by the sharp knives. Image of the food on the packaging allow to determine the purpose of the knives Its unusual design concept makes the packaging stand out not only does it show all an illustration of the knives contained in the box it also features color food images.



Thailand

## MAPHRAOHOM

**Student Name:** Ms. Peerapon Aujcharachoenying

**Institute:** Silpakorn University



'Kala-Tienhom' (flower candle in a coconut shell) is the product we choose to do a packaging design. Coconut shell is an abundant material even though it has been well crafted by the craftsman, but its still left over. So we decide to choose 'kala-tienhom' as our product and designed a packaging for it. And the title of the work is called "maphrao hom". This work is also a part of a topic called "a variety of packaging material".

### There are mainly 2 ideas of various packaging material

1. Variety of material – there are many types of a material for packaging. We analyse and come out with a conclusion which the most suitable material for the product is a 'paper' Paper is not expensive material and also can be folded in a shape that will conform and firmly to the coconut shell. Moreover paper is also able to reduce, reuse and recycle in a recycling system.

2. Various packaging that will be able to adapt with many types of product.

2.1 Coconut Shell – the packaging that has been designed is able to support and conform with the shape of the coconut shell.

2.2 Flower candle – the same packaging that has been used for the coconut shell also can be used and arrange for flower candle itself.

This will also increase a market for the trader to both sell the coconut shell and the flower candle separately or together. The package is rich in beauty and able to use productively.





## CAN'VASE

**Student Name:** Mr. Chutithev Jaidee, Mr. Nitis Laoharatanahirun

**Institute:** Rajamangala University of Technology Krungthep

### Description

The packaging for ceramic vase set. This package (Can'vase) can protect the product and transport easily. The graphic is simplicity it can comfort to the product.

### Material

Corrugated board E fluted



### Size

LxWxD: 26 x 33 x 14

### Inspiration

The concept of Can'vase is derived from the black and white. We want to make the people feel happy and luxury when use product. Everyone can use this. Package made from corrugated board E fluted and inside have a partition to carry and protect a product.



## HACHI TOOLS BOX

**Student Name:** Ms. Pornpan Hongthong

**Institute:** Department of Packaging & Material Technology, Faculty of Agro-Industry, Kasetsart University



HACHI Tools Box is a multipurpose container. It can be used for easy transportation, display and tools storage. The container can be open for use and closed when done. The graphics illustrates the tools within the box, using red and black to add to the coolness.

**Size:** W\*L\*H: 11\*30\*10 cm

**Material:** Corrugated paper box

## RESIN DOLLS

**Student Name:** Ms. Soraya Kunjai

**Institute:** Rajamangala University of Technology Lanna (RMUTL)



Most resin dolls are distributed in an individual unit and selling by display the product on a shelf. This package is designed to create an attraction of the resin dolls in a set. It is able to display by folding and raising the cushion up to 90 degrees and even hang it on the wall. Graphic design on the outer package is about a farm story to match with the brand.

### Packaging Materials

Shockproof Materials: Corrugated Paper E Flute

Outer Packaging: Corrugated Paper E Flute

**Size:** 8 cm width x 31.7 cm length x 41 cm height (excluding the handle) or 45 cm height (including the handle)



### Advantages of the package

This package is designed to focus on its structure. It is able to display at the sales area. The graphic design on the outer package tells the background story of the resin dolls and makes attractiveness to the product including brand building.



Thailand

## AMUSE

**Student Name:** Ms. Pathitta Sirirerkratana, Ms. Pornchanok Hoonmantra,  
Ms. Thitarat Phinainitisatra

**Institute:** Department of Packaging & Material Technology, Faculty of  
Agro-Industry, Kasetsart University

### Description

The packaging for 5 poster colors, paint palette and 2 brushes (Amuse) can protect the products and transport easily. It has a compact size and designed to be displayed same as the stand canvas, the graphics are black lines and can be painted like the drawing book.

### Material

Corrugated board E\_uted

### Size

LxWxD: 236 x 110 x 141

230 x 100 x 95

### Inspiration

The concept of Amuse is derived from the theme park. We want to make the people happy and have fun with this box. Everyone can enjoy painting on the boxlike stand canvas by using the products inside the box easily and funny as spending the time at the theme park.



Thailand

## GARIN

**Student Name:** Ms. Thitarat Phinainitisatra

**Institute:** Kasetsart University

**Description:** Normally package for ceramic product, they use newspaper to wrap the product so it is waste of lot of newspaper for protection. This package for ceramic vase that uses corrugated board as the material. It can protect the product even use less material that makes it environmentally friendly.



“Plainness in depth” Garin means King of elephant. Like a white elephant ceramic vase, a structure must protect the product and use few materials. The graphic is use an idea from the product whether it be design or pictures to convey it to customers.





## SHARKRA

**Student Name:** Mr. Purktipong Noorit  
**Institute:** Prince of Songkla University



**Brand of product:** Sharkra  
**Product:** Thai Chaolay Pants  
**Size:** Packaging size 9 cm x 12 cm x 24 cm  
**Material:** Coated cardboard 340 gsm

**Concept:** Thai Chaolay pants are recognized unique souvenir and must-buy item from Thailand. They make great traveler's pants and are also comfortable pants for work outs. The flexible size of pants makes them perfect for everyone. The concept of the pant package is divided into two parts: structure design and graphic design. Chinese people believe that Arowana fish or Dragon fish is representative of unlimited wealth in Feng Shui. Many people swear that their good fortune is due to keeping live arowanas in their offices. Therefore, the design of the pant package mimics the Arowana characters in order to reflect wealth and good luck. This concept can be

shown in a configuration of a pair of pants packages which are vertically aligned in mouth to mouth of fish in contact. The dimension of the package is designed suitable for containing 2 pants 2 colors. Drawstring of the pants can help to handle the package by showing on the top panel as mustache of fish.

Thai Chaolay pants package is aimed to use two colors as green and orange at different tones, allowing the identity and colors to be the highlight of each package. Preference of font character can show two principal display panels (PDP) in Thai and English languages under unity of product and easy to read. According to barcode design concept, it seems like the shape of pants with product brand and applies the 13 digits by the standard organization GS1. Product information on each panel can communicate to consumer for understanding the product such as pant information, number of pant, how to wear, figure of pant in front and back side and contact address.



## IN

**Student Name:** Mr. Nitigorn Eiamtim  
**Institute:** King Mongkut's University of Technology North Bangkok



**The idea of creating this set of package is from "3R" - Reuse, Reduce and Recycle.**  
**So it leads to simply design and being nature Eco-friendly brand.**

**Resue:** The jar is made of glass and pinewood so it can be cleaned and pasteurised in factory.



**Reduce:** Since the package is reuseable, it will reduce the waste and pollution, and it self-decomposes. The label is recycle paper it self-decomposes reduce the waste and pollution. The jar is handmade so it reduce pollution in manufacturing system.



**Recycle:** The label is made of recycle paper. The jar is a made of glass and wood so its recyclable.



Thailand

## LUCKY STONE JEWELRY

**Student Name:** Ms. Netnapa Tichachat

**Institute:** Rajamangala University of Technology Lanna (RMUTL)

"Sirinapa Jewelry" is a brand of the lucky stone jewelry. Many people believe that this bright blue stones would bring great luck if wearing them. The product contains turquoise stones. This concept is applied to the package's design as a main colour and using a texture of jewelry and combining between simplicity and luxury. It could be a special gift to impress both the giver and the recipient.



### Packaging Materials

Shockproof Materials: Corrugated Paper E Flute

Outer Packaging: Corrugated Paper E Flute

**Size:** 8 cm width x 23.5 cm length x 29.5 cm height

### Advantages of the package

- This package has a simply and luxurious design to support and adding value of the jewelry.
- The package is made from only one sheet of corrugated paper and makes the jewelry to be attracted from its form, the way to unpack and it displays a set of lucky stone jewelry by itself.
- A new way of modern unpacking and display, different from other jewelry packaging.



Thailand

## KHON RAMA : TINY THAI KHON MASK

**Student Name:** Mr. Suriya Sriwarom

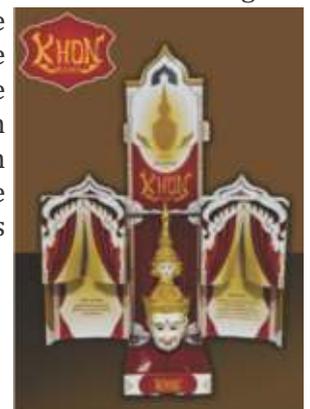
**Institute:** The Faculty of Fine and Applied Arts, Rajamangala University of Technology, Thanyaburi



The design is unique to Thailand. Through actor's mask small under the name "KHON RAMA" and show the interesting story on the packaging. The scene and the stage of khon as a concept in the design is put into the packaging with beautiful pattern and shown is Thailand very well.

Packaging design has some problems found. By khon packaging have not been designed to promote the product. Bringing the problem to edit and the use of paper in packaging design. So isn't the destruction of the environment.

The packaging can exhibit the product inside. The structure is designed to have a distinctive mixed with stage dance and signature Thailand. Suitable to be showcased and used as souvenirs. The packaging has been designed to be folded in only one piece, without wasting paper in several pieces on the fold. The structure strength and can protect the product inside as well.





## FU

**Student Name:** Ms. Peerapon Aujcharachoenying

**Institute:** Silpakorn University

Nowadays there are many types of material that use for packaging. The most essential part of packaging is to choose the most appropriate material and at the same time it must be reasonable with the product's image.

Packaging designers is inspired from the design and colour of the product. Designer seek and try to find many types of a material, but instead of keep finding a new material we chose the most neglect material which is "Scent Coating paper". The integration between the design and function by using the scent coating paper as material, will make the product stand out and memorable for the customer to use or buy.



Why "Scent Coating Paper"?

There are FIVE EXTERNAL SENSES in an analysis of the human faculties which are hearing, seeing, feeling, tasting and smelling. That sense which we distinguish odors, the various kinds of which convey different impressions to the mind. In this product that using "scent coating paper" as a material will be able to bring out the uniqueness of the product by using the smell and texture of the paper.

Product Design: Inspired from Chinese people who pay respect and make a sacrifice to gods in Chinese New Year, which making a sacrifice to gods require a certain kind of fruit and food. So the inspiration is from "kanom-woonsom" (an orange jelly that are look-alike real ordange). It both uses to be sacrifice's fruit and food in Chinese New Year.

## PAK TOB JAVA

**Student Name:** Mrs. Chanipa Nimakorn

**Institute:** Chulalongkorn University



The packages purpose to increase the value of Thai traditional product I carefully used the photo-pattern of crop weaving, which is a unique pattern to create and represent the visual of real texture of the product. The packages will clearly representing the product so that the customer would see the detail of how products are crafted.

Function of this packaging is design to be able to contain 1 pair of shoes. I used folding structure to make available spaces that will actual fit the product. Moreover, The typos saying "organic" were merged into the packages to indicate the source of the product. Customer can understand how the products were crafted base on the perception and also the benefits of buying the product it self. The material is 160-gram paper card printed with color. Size is 28x34x5 cm.



Thailand

## PUNHOM

**Student Name:** Ms. Duanghathai Reannugul

**Institute:** Silpakorn University



PUNHOM PUNHOM came from Bang 'PUN' kwam 'HOM' which is Thais means sharing scent. This package inspired by SUMPUN (the Sumpun boat) that use for carry fresh fruits from orchard to treading and sharing to neighbor. The name "PUNHOM" is a homophones with "SUMPUN" which we intent to imply PUNHOM as the boat sailing for sharing fragrance. We compare the packaging as SUMPUN as the basket carrying 'Fruit Soap' by using basket's graphic to reflect the beauty of traditional way of life and to create new experience and memorable identity of product.

Package's function 1. Able to change into -The shape of SUMPUN for memorable identity, elegant and easy to use. -The set for showcase.  
2. Aroma, We perforate package to spread the unique scent of fruit soap.

This package use only A4 size space (21x29.7cm) (space-saving for storage). This package is easy folding so entrepreneurs can do by themselves, use paper as material for good scent absorb, package able to overlapping others after folded for saving space. Can be display as single, set, and hanging on the wall.

PUNHOM is a perfect combination of shape and scent on package, also unique and attractive of the functions by able to apply it's use into various ways for the maximize benefits of costumers. All of this makes PUNHOM a great memorable image and identity.



Turkey

## COLLER PACK (COOLER PAK)

**Student Name:** TUGAY TOPÇU

**Institute:** Industrial Design (Istanbul Technical University)

**Description:** The closed (or folded) state of the system creates separate chambers inside the bottle and ensures safe transportation.. Again when the system is open, you may keep your drink cold by filling ice inside in any media (such as beach, picnic, terrace) where a refrigerator is unavailable.

**Material:** It is planned to be produced from double layer Tetra Pak.

**Size:** By means of the rope at the tubular part, both carrying gets easy and the system stands durable when the system is open.

**Inspiration:** It is possible to easily draw the attention of consumers, especially the young population by exhibiting open and with ices inside.





Turkey

## CITLENBIK DRIED NUTS

**Student Name:** BÜŞRA ÖZTURK

**Institute:** Graphic Design (Dumlupinar University)

**Description:** There is hazelnut and almond dried nuts inside.

**Material:** The package of Citlenbik Dried Nuts is designed in two different forms. It provides easier usage instead of plastic packaging.



**Size:** The reason that it is designed in the shape of a plate is to provide easiness for users.

**Inspiration:** The reason that brown and white colours are used on packages is to draw attention on cleanness and to symbolize naturalness. That is why the package is designed in these colours.



## TELVE TURKISH COFFEE PACKAGE PROJECT

**Student Name:** DİLARA ŞEBNEM ESENDEMİR

**Institute:** Graphic Design (İstanbul Marmara University)

**Description:** "Telve" is a brand of Turkish Coffee that aims to make the young people love Turkish Coffee and to position Turkish Coffee in their lives.

**Material:** The traditional package is from tin material. The packages are from paper and cardboard material. They are manufactured from Bristol paper of 300 gr/m2. "Telve Turkish Coffee" exhibits a new behaviour among many traditional and boring packages and shall take its place within a very short time in the coffee market by proving itself.

**Size:** In respect of its audience, the icons that shall reflect the person who

takes the product of "Telve" in hand have been used. The patterns that are created from the icons that are used create a joyous, energetic and modern perception and support the design.



Small text block, likely a note or reference.



**Inspiration:** Along with the changing times, the young people's tending towards instant coffees made this beverage that is our cultural heritage to be forgotten. The goal of the products of "Telve" is designed originating from the principle of "How can we make the young people love Turkish Coffee?"



Turkey