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Case of Creative Packaging

Invisible Images from Commercial Printers

Researchers at the University of Utah have developed a kind of new printing technology recently, which prints invisible images by ordinary commercial inkjet printer that can be read under polarized waves in specific terahertz band. This low-cost printing technology will be of great use in anti-fake products.

An array composed of mini-rods with a diameter of several hundred microns to one millimeter can be printed with ordinary commercial printers in silver and carbon ink. They discovered that a change in the proportion of silver and carbon in the ink will lead to subtle change in conductivity of each mini-rod, which is hard to perceive by eyes. It only appears under polarized waves in specific terahertz band. The researchers have realized that it's an effective encryption approach.

Meal-kit Launched the First Recyclable and Compostable Package

In order to reduce the waste from food packaging to delivery to consumers nationwide, Sun Basket, the organic food distribution company, has launched, as it is reported, the most environmental-friendly and most sustainable packaging, which greatly reduces the food waste during transportation, including recyclable insulating backing strap made of recyclable materials, natural gel packaging, compostable fillers and compostable packaging bag.

The result of Sun Basket proves that new package has saved raw materials during production and reduced consumption of energy, which further reduces emissions of carbon dioxide and other greenhouse gases.

Pencil from Waste Paper Peels Beautiful Patterns

After one and half a year's research and development, TRINUS, a Japanese design company, launched pencils that can be peeled with beautiful patterns.

As its name suggested, the design of this set of pencils is inspired by five common flowers in Japanese culture. The pencils have got special colors as the flowers. Mild and elegant colors match well with the white pentagonal package. In addition to the charming shape, the pencils have paid special attention to environmental protection. It's not the wood that embraces the cartridge, but recycled waste paper. You can join the funding through this link. A set of pencils costs 1,600 yen.



Look How This Package is Designed for Beef

The information labels adopt overall modular design to adapt to different vertical and horizontal application and maintain a brand awareness of overall product line. Red and white are adopted to represent the meat and distinguish it sharply from similar products on the shelf. Complicated texture of meat in the background and concise geometric label form strong contrast, presenting product information clearly.

The background pattern with meat texture is manually carved and rubbed by designers to imitate the texture of beef. Feeling like a wood, the hand carving echoes to the brand concept of pure nature and high quality.



Case of Creative Packaging



This, designed by Watanabe Yoshie, a Japanese designer, can be regarded as a package of the ring or a design of picture book. Known as "Marriage Proposal", the hollowed-out work has been decorated with exquisite painting to create three-dimensional space in a plain book. The ring has perfectly combined with the virtual scenes to create a sense of romance.

Case of Creative Packaging

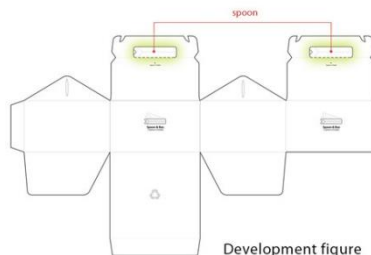


The green food has always highlighted the health experience in a best way on the package. However, these packages for vegetables have preferred an opposite direction — the packages as if suggesting junk food deliberately.

Case of Creative Packaging



If you order a fork to a spoon,
simply cut the "y" line out.
Then, you will be provided with a fork
instead of a spoon.



Looking at the package for the cake, it looks like a traditional product. However, the handle of it is in fact a spoon, which would otherwise have been discarded gets a new function.

Case of Creative Packaging



The gift box of moon cake of Fendi, a luxurious brand, shows a cylindrical body and a Fendi monster standing outside, which reads "Fendi Rome". There are two switches beneath the box, with one turns the box bright and the other turns the inner case rotating. Fendi monster brings customers to travel in Rome. The latter presents headquarters, stores of Fendi in Rome, as well as the Colosseum, Fontana di Trevi and other famous landmarks in Rome.

Dyson Prefers Paper EcoHelmet that Costs 5 US Dollars from Other Designs

The results of James Dyson Award 2016 for International Group were revealed. Isis Shiffer from Department of Industry Design of Pratt Institute, New York, won the game with a convenient paper EcoHelmet.

The sharing bike has become a worldwide trend. Mobike is also very popular in China. Millions of people began to choose a more environmental-friendly bike as the traveling tool. However, most of bikers do not wear a helmet, which shows an extremely great risk on safety.

EcoHelmet adopts unique honeycomb shape to resist the external impact effectively. When you don't need it, you fold it into a small crescent and put it into the backpack. Honeycomb helmet can effectively disperse stresses when it is hit and reduce the harm of the hit to human maximally. However, can a paper honeycomb helmet really be that useful? Actually, the sufficient experimental data prove the feasibility and practical value of the helmet. In addition, compared with EPR of common helmet, the consumption of a large number of EcoHelmet would not pollute the environment due to degradable paper. The biodegradable coating of the helmet has a three-hour rainproof effect. In the plan of Isis Shiffer, EcoHelmet will be sold at a price less than 5 US dollars in the sharing bike stations.

As said by Dyson, EcoHelmet has solved a universal problem in a very clever way. The seemingly simple design has actually condensed a lot of efforts in research.





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