

Express

- Amazon launches new function of "express X-ray" and we know the articles in box after scanning the bar code.
- How does Yogurt expose for 56 million times and become the hot topic in whole French?
- The ultimate encryption method occurs, the signal is transmitted by human body
- Netherlands Inkless invents the inkless box printing technology

Theme

- Creative packaging sharing

Creative Life

- Saying goodbye to super moon and life moves on

Creative packaging sharing

Amazon launches new function of "express X-ray" and we know the articles in box after scanning the bar code.

Based on the report on England *Daily Mail* on November 11, as for the latest function "Package X-ray" of online phone client on November 16 of network e-commerce Amazon, the users scan the two-dimensional code on package, then could know all articles in the package, and could also enter in the Amazon commodity page to check the details through link. Such function has simple operation, because users only need to open the latest edition phone client, click the camera icon, select "Package X-ray" option and scan the two-dimensional code on package. At present, the X-ray function could only support the iOS system, besides, the system is only open to the order payer for sake of safety.

Such new function is a part of promotion plan of Amazon "black Friday". In this year, the Christmas promotion season would exceed 35 days, and the sale amount of Amazon is predicted to stably increase.



How does Yogurt expose for 56 million times and become the hot topic in whole French?

A kind of new-style chocolate Yogurt helps people give up sugar addiction step by step. The sugar content reduction amount in each cup increases from 5% to 50% compared with original product sugar content. People are required to taste the Yogurt from high sugar content to low sugar content successively in the foretaste activity for sale at earlier stage, and people indicate that are difficult to swallow one after another when they taste the high sugar content Yogurt again after tasting the low sugar content Yogurt. So, the counters of chocolate Yogurt are empty in moment, and the demand increases by 30% than traditional Yogurt.



The ultimate encryption method occurs, the signal is transmitted by human body

In order to solve the problem that the WIFI and bluetooth signal passwords are uncovered, the researchers invent a system which uses the human system as the passport for safe transmission.

Computer scientist and electronics engineer invent a kind of method which transmits the signal on fingerprint scanners or touch tablet to human body, then transmits to a kind of receiving equipment connected with human body. These human body information transmission provides one safe method for certification and the passport isn't needed. Such system could discern the physiological feature of user finger. The data transmission through body could be also used in medical treatment equipment, such as glucose monitor and insulin pump, which needs safe data share to confirm the identity of patients.

The researcher is researching how to make the data transmission speed quicker and the data quantity larger. Such technology was published when the international union popularity calculation meeting of 2016 international computer society was convene.

Netherlands Inkless invents the inkless box printing technology

At present, Netherlands Inkless company invents a kind of innovative printing technology which could print without toner cartridges /ink box. Relevant personnel introduced: "Our printing technology has many advantages, because it could not only achieve the zero cost of consumables, but also is very environmental friendly. Besides, the users needn't go crazy when finding the insufficient ink upon printing."

As for the general printing, the paper could carbonize. The deeper the printing writing is, the thinner the paper becomes. Therefore, Inkless improved the control of paper carbonization process, which avoids the damage of printing to the paper. Meanwhile, Inkless also promotes the solution of problem that the printing writing is hart to keep for long time, black isn't enough black, etc.

Creative packaging sharing



"Common" could express daily wearing of people. We think the underwear is the most foundational fashion project with very basic humor sense design. Although all persons are included, the underpants sizes of male with various figures are included in the simple drawing.

Users could select the suitable size on the package instead of inspecting the size. It has an underpants - type shape and displays the windows of color and underwear texture. In the aspect of interior, the package includes the product information and paper holder. The package design is very simple and could communicate with customers in a simple way.



Socks package in a similar way



Creative packaging sharing



The self-defined movable-type printing business card is a kind of design from Taiwan and its basic principle is well-known typography. The portable printing box could be carried around and printed anywhere, which adopts the recycled paper. We could print our business card with it whenever and wherever possible.

Creative packaging sharing

DJ beat slice pizza box: expand the packing box after eating pizza and you shall see DJ console pattern printed by conductive ink.

The circuit board is designed inside the packing box. After installing the battery, connect mobile phone or computer through bluetooth to achieve synchronization utilizing mobile phone APP and upload your favorite songs, thus you could become a DJ and operate it. It provides the discs effects, such as volume adjustment, sound mixing, sound attenuation and drumbeat.



Creative packaging sharing



Coffee bag becomes a sucker: The package of instant iced coffee drinks becomes a sucker after opening. There is a curved spiral ring in the middle of sucker. It is a kind of package and could be used to stir the coffee and served as a sucker, which achieves multiple purposes and is good news for lazy persons.

Creative packaging sharing



It is connotative with stories. Goo wine is no exception. A brand of Italy launches a set of librottiglia wine. A little story book is bound on the each bottle body. You could read a funny or sad or profound essay while tasting the wine.

Saying goodbye to supermoon and life moves on

The lunar calendar taking the variation cycle of moon phase as length of each month informs people the time of ebb and flow and let people master the replacement of four seasons. The designer Alec Thibodeau gained the inspiration from overcast, clear, round and waning moon and designed a funny moon phase calendar.

This year is the tenth year of moon phase calendar, so this edition of calendar was named as I Still See The X (roman numerals X). 365 days are neatly arranged on this calendar with sizes of 19 inches x 11.75 inches (golden section) according to moon phase variation. The rotation from new moon to full moon to new moon is in good order, which gives a kind of comfortable visual perception.

The moon phase calendar adopts the acid-free cover paper of French paper company, whose paper texture is solid and close to neutral with high strength. The printing color appears more elegant, implicit without losing saturation on this kind of paper. It has obvious level transition. Different texture could be printed as per the process. The designer Alec Thibodeau coyly printed a sunken signature on the bottom right corner of moon phase calendar.

The moon phase calendar adopts the process of cameo printing and processed by DWRI Letterpress printing studio located at Rhode Island, the United States. It has limited 1000 copies with selling price of USD 40. As a Chinese commonly using the lunar calendar, attempt the moon phase calendar is also a good choice.





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We believe, information creates value, which drives us to build up a platform, to communicate, to share, and to learn with our customers. Sharing information, focusing on innovation, and improving **the value of service!**

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