

## Express

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- Smart candle with no need of lighter: remote control igniting, remote control putting out
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## Theme

- The latest packaging design trends

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- A green forest blooming on the cup mat

## The latest packaging design trends

## KFC Launched Fried Chicken Fragrance Sunscreen

KFC couldn't stop after fried chicken fragrance nail polish; how can you feel enough to paint nails only? In order to make everybody fragrant, KFC offered a fried chicken fragrance sunscreen Extra Crispy Sunscreen. Sounds unbelievable, but if the fried chicken fragrance nail polish makes us to suck fingers, this crispy fried chicken fragrance sunscreen... Is the action a bit too big?

When you walk in the sun, with this SPF 30 sunscreen, "Bounce off the ultraviolet rays, leaving a healthy fried chicken fragrance all over the body" - this is KFC's slogan actually, but I always feel that something is wrong; just imagine, the whole person is a walking giant crispy chicken.

This kind of heavy flavor crispy sunscreen was distributed officially for free, and the limited quantity of 3000 bottles was fully distributed soon. But, if you smell chicken fragrance every day, like soaking in the atmosphere of the fried chicken dinner to have a meeting, do you still have appetite to eat real chicken? How many times can the crispy chicken crossover games be played? Will the consumer continue to buy it? To put it bluntly, this is a marketing trick which stunt better than the essence.

## Smart candle with no need of lighter: remote control igniting, remote control putting out

The candle mentioned here is not the cheap stuff faked by using LED! It's the real candle which can really ignite, shine after igniting, and burn you hot! Yes, this is LuDela, the world's first smart candle: take out your mobile phone, start the APP, you can ignite or put out the candle. Moreover, you can also manage candles in different positions of your home by the APP. How to do it? It is not that mysterious. The circular large candle in the picture is not a candle actually, but a smart "candle shell", with igniting, putting out the candle and other management functions. The real candle is covered in the "candle shell", which can be replaced after using up.



## **ZRP will participate in 2016 Wuhan Pharmaceutical Packaging Materials Exhibition with the latest pharmaceutical packaging solutions**

The 77th session of API China & PHARMPACK & SINOPHEX & PHARMEX will be held in Wuhan International Expo Center in Nov 16th-18th, 2016, and the exhibition hall covers an area of 50000 square meters. API China is China's leading exhibition for the pharmaceutical manufacturing sector covering the complete spectrum of products from raw materials, fine chemicals, intermediates, ingredients, processing machinery and packaging machinery, to provide a safe and healthy medical security for the public.

ZRP Group will continue the wonderful technology of last session, and introduce packaging solutions with three themes of humanization, exhibition and security. New intelligent, automated theme packaging will be added, to show you the ZRP's specialization in pharmaceutical packaging. Welcome to visit!

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Address: Wuhan International Expo Center, No.619 Yingwu Avenue,  
Hanyang District, Wuhan City, Hubei Province  
ZRP booth: A1D75

## **A brand new attempt of paper media: insert audio presentations in print magazines**

Recently, editors of the United States "California Sunday Magazine" launched an issue of print magazine with sound as the theme, and received readers' high praise.

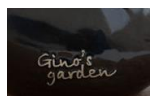
The issue integrated beautiful sound of forest, the sea, and music, etc. into the content of the magazine, and covered all kinds of the audio content - from social problems, popular culture to the natural environment.

The periodical office created about 100 audio footnotes in the magazine, distributed in the whole magazine. Readers can access a fixed link of the magazine through their mobile phones, click on the mobile phone screen and play the footnotes. So they can hear the sound fragments related to the reading content when reading magazines.

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Note: ZRP Group has released audio packaging printing in the middle of the year, to provide customers with a complete set of packaging audio solutions.

## Trend 1: The irregular handwriting graffiti highlights "sense of reality" and "handwork"



When consumers are becoming more and more smart and picky, it is more and more difficult to win their trust in a product. Responding to this change, the strategy of brands and designers is to show that the product is very sincere on the packaging, and let us feel not only it is "a genuine article" but also "the production process is very attentively". Therefore, more and more irregular handwriting or scribble appears on the packaging, as if graffiti made at one stretch, and more natural materials are used. All in all, it shows the authenticity and craft of the product by all manner of means, and emphasizes that it contains the person's personality and temperature, hoping to establish emotional connection with consumers.



# Trend 2: Simple, direct, "less is more" values are the kingcraft



Such is the packaging of Babee honey. Although no product information on surface of glass jar, those who have slight common sense know that it is honey inside at a glance. In fact, just a few black bars let it instantly become a "bee", the black cap as the head, tag as wings, and round bottle body looks like bee body.



The CLEAN RESERVE series of Perfume brand CLEAN directly write related product information on the front of the packaging box, using the white paper box with wood grain, highlighting the brand philosophy of "Prepare high quality aroma with pure and sustainable raw materials".

Brands using this kind of packaging style seize a kind of customer psychology well -- they really don't want to be submerged by lengthy information, and feel aesthetic fatigue to heavy and complicated and meaningless adornment. Concise form can not only show the aesthetic taste, but also convey the core of brand and what it focuses on to sell directly and effectively. If you want to further differentiate, this kind of packaging may be a minimalist style with sense of science and technology, or show delicate temperament or positioning with low profile by soft design.



# Trend 3: Everyone loves art and illustration, and this is to change a store into the art museum?



Many artists tell stories by images, and the picture on the packaging is an excellent way to tell the brand story. Simple or realistic pictures can describe accurately the function and use of the product, and pictures with more imagination and art color make the product attractive, or stimulate the customer's special emotion - the magic of art lies in this.

## Trend 4: Packaging design is becoming funnier and funnier



There is no doubt that the packaging design is becoming funnier and funnier. Designers and brands have open attitude, more willing to show imagination and sense of humor in the product, rather than that persons become more creative. After all, humor can be sold! - Subtle humor makes people smile with an impression, setting up a good brand image, and interesting design makes the customer to feel full of pleasure even before starting to use.



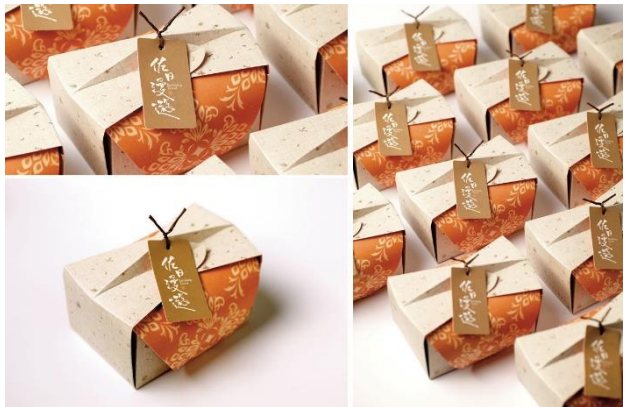
# Trend 5: Serialization of packaging is not a simple change of color



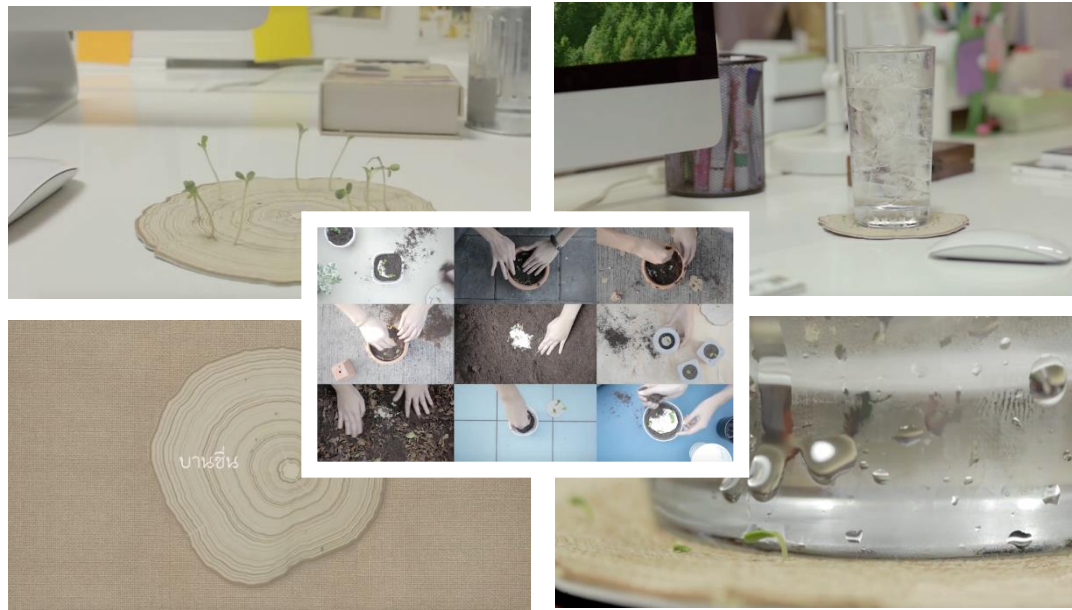
Packaging design is a part of the overall marketing strategy, the packaging design of series products and independent products are different; each product has its own features, but maintains consistent brand identity. Excellent series products can make advertising more effective, and strengthen the brand image. This is why more and more brands concentrate their efforts on "series", which style runs throughout, but differences of details are not just a simple change of color.



# Trend 6: Everyone says to return to the nature and plain age, there must be a location of the specialty paper



In recent two or three years, the specialty paper of original ecological fiber texture or natural texture is very popular, which can reflect that the products are natural and plain, and the company has "the responsibility of protecting the environment" from the side. When more and more people are pursuing "environmental protection, healthy, natural" values, the middle and high-end brands will also change their packaging design strategy, towards a more natural and simplify design, and the specialty paper material is a very good choice.



Petroleum Authority of Thailand (PTT) launched a cup mat of green environmental protection - Table Forest, which seemingly ordinary appearance hides an interesting mystery, letting it stand out of numerous cup mats, and become environmentalists' love. For good wishes of letting planting trees become simple and convenient, PTT zooms out the scene of planting trees to a cup mat, and scatters four different kinds of plant seeds in the production process of cup mat. Using this special cup mat containing green lives, as long as drinking a little water droplets under condensation from the outer wall of the cup every day, seeds in the cup mat will germinate and grow up slowly. If you want to continue to preserve this bit of green and make the life of cup mat with eternal vitality, you can transplant the cup mat into a flowerpot, and make them delightful potted plants.



ZRP, established in **1978**, is an integrated solutions provider specialized in the **design, manufacture and service** of paper printing and packaging.

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!**

**More information, please visit our website -**  
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