

## Industry News

- Dissoluble paper was launched in Japan
- Special Sterilization Plastic
- New Film Can Extend Shelf Life of Vegetables and Fruits by Two Months
- Low-cost and Portable Paper-based Sensor will be Applied to Smart Labeling

## Theme Report

Creative Packaging Sharing

## Black-tech

The words you write on the glass with your breath are responding you!

## Creative Packaging Sharing

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## Dissoluble paper was launched in Japan

Recently, according to the report of foreign media, Mammaru, a Japanese stationary company, launched a magical paper. It can be dissolved into cotton-like pulp soon after being put into water, but the words printed on the paper will float on the water and keep unchanged. Mammaru explained that this kind of paper is suitable for marriage certificate, because paper is not the important thing, but the words on the paper are as the testimony of the marriage.

The company did not explain the theory of this kind of characteristic, but it released some pictures and videos from which people can clearly see that when the paper is put into the water, it dissolves quickly and becomes cotton-like pulp, but the words on the paper remain perfectly and float on the water.



## Special Sterilization Plastic

Recently, Swedish researchers had a new discovery that PEDOT—a kind of plastics in the screen of smart phone can be applied for the stimulation of metabolism of germs.

Agneta Richter-Dahlfors, chief researcher, explained: “when germs fall on the surface of PEDOT filled with electrons, they cannot duplicate anymore. With the electrons keeping being released, the germs will keep accumulating the electrons and transform them into the energy for growth, so the germs can keep growing biological membranes and intensify their vitality. However, if the electrons are absorbed, the membranes of the germs will be destroyed and the germs will die quickly. Therefore, adding or removing electrons on the plastic surface can induce the growth and death of germs. Once the technology gets mature, it can be widely applied in the management of medical services and sewage.

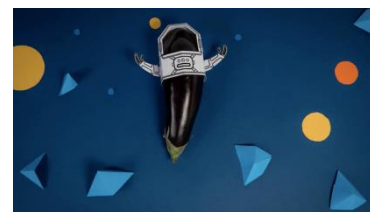
## New Film Can Extend Shelf Life of Vegetables and Fruits by Two Months

Recently, according to *Hokkaido Shimbun* the “Flower ·Vegetables and Fruits Technology Center of Michitachi Integrated Research Institute” in Hokkaido, Japan used a special technology and developed a thin film that can extend the shelf life of vegetables and fruits. The storage life of the vegetables and fruits can be extended for over two months once they are covered by this kind of special thin film. In this way, people can have fresh vegetables and fruits even at Christmas and the beginning and end of the year when they are in great demand. It cannot only increase the income of the farmers but also increase expert.

## Low-cost and Portable Paper-based Sensor will be Applied to Smart Labeling

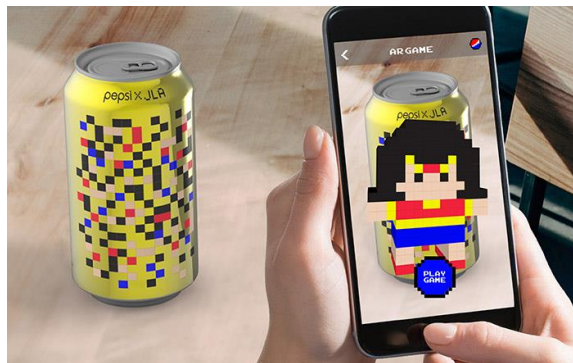
Recently, Silvana Andreescu, a doctor in Clarkson University in America, and her colleagues developed a low-cost and portable paper-based sensor. The sensor can test whether the food is decayed or polluted or not and whether the makeup contains hazardous substances or not, and it can also test whether the new officinal plant in far forest can be applied or not and even test the quality of tea and wine. This technology is expected to be integrated into smart labeling in the future and combine with the internet of things to realize the real-time test of the quality of foods, makeup and other products.

## Creative Package Sharing



Children develop their ideas of the world on fantasy mostly. Therefore, comparing with rough lecturing, teaching children with picture book stories is really effective in preschool education. MEGA IMAGE, one of the biggest chain supermarkets in Romania, learnt about this and had a wonderful idea to deal with the growing obese children in Romania. The company associates the vegetables and fruits that the children hate with the heroes they love and made cute coat armor for each kind of fruit and vegetable. And they were piled into a vegetable and fruit hero alliance.

## Creative Package Sharing



Pepsi and DC cartoon designed a series of cans featured with Justice League of America. Customer can unlock the pixel pattern on the can with phone AR, different Pepsi X JLA cans can be unlocked into different heroes which can fight against other people's heroes or invisible heroes, which provide an attractive consumer experience.

## Creative Package Sharing



With dedicate design, the case of the bottle seems to be overlapping flakes and the plane piece becomes three-dimensional at once.

## Creative Package Sharing



50<sup>th</sup> anniversary gift case of a Korean brand. The case has a screen-type opening, and the pedestal jacks up the product and the screen opening at the back is printed with 50 years' of historical background of the brand. Unpacking the product is like slowly opening brand history scroll.



## Creative Package Sharing



**MANIFESTO:**

If there is one thing that identifies us, it is blood. Blood is what makes our hearts beat. It is what keeps us alive. Blood carries our history. Every win, every tear, every trophy is there. And trophies abound for those who have won everything. It is a kind of blood that we are proud to have running in our veins. Blood that gets stronger every generation. And that passes on. From father to son. From son to grandson. Blood that is more than red. It's Colorado.



The polo shirt package is ingenious. It packs the polo shirt with blood bag and fills the gift case with simulated ice cubes. The flowing of the blood brings energy and power. Comparing polo shirt to blood is showing the respect for it. Red polo shirt is energetic, and just like the enthusiasm of the players and the fans. Everything is in perfect connection.



For a bunch of hearing-impaired children, the long 62-kilometer road from home to school is the most boring time in a day. They are in their naïve and happy time, but their communication is impossible and difficult because of their hearing disorder. Long trip and silent school bus leave no room for their vitality.

To change the situation and release their natural instincts and make them to enjoy the joy of free communication just like normal people, the engineers of Hyundai Motor Group are inspired by that “for the reason of temperature difference in winter, the indoor glass will form a layer of mist and people like to paint on the glass when they are young”, and they actually change the glasses on the school buses into mist painting boards with their wisdom and technologies. To attract the children’s attention, they even designed a strong and persevering turtle to interact with them:

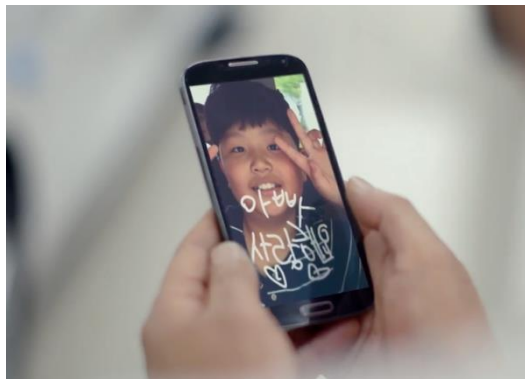
“Hi, Shi Kun”

“Come and say hi to other children”

“What do you want to be in the future?”

The atmosphere gets active instantly and the children burst into laughter.

With the support of technology, the bus can connect with smart phone in real time, and the information and pictures that the children write or draw can be sent to their parents as well.





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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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