DESIGN PACKAGING FOR SMALL INDUSTRY

By : Saptoningsih

INDONESIAN CENTER FOR AGRICULTURAL TRAINING LEMBANG
2021

SPECIFIC LEARNING OBJECTIVE

After learning, the participants are able to understand:

(1). The meaning of desain packaging.

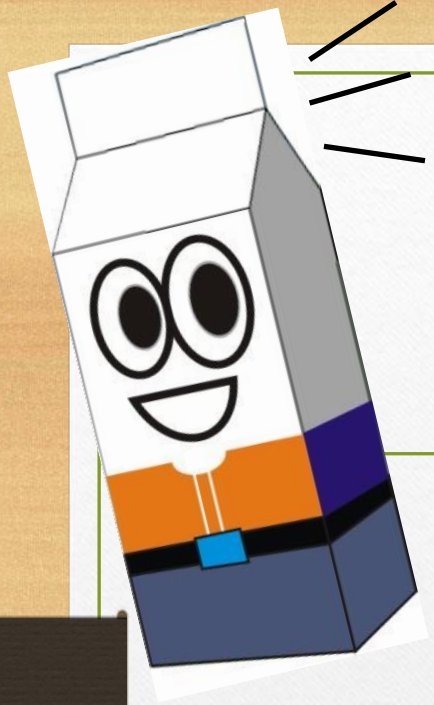
(2). The objectives of desain packaging

(3). How to design of packaging .

UNDERSTANDING OF PACKAGING DESIGN

- Packaging design understanding is a work that is a combination of the process of design, evaluation, and manufacture of product packaging.

What is the purpose of packaging design ?



Why did Packaging should be designed ?

In order Interisting.....!

Besides the eye catching.....

Packaging as power mute but effecting marketing .....that can retrieve consumers 'hearts'.

The caracteristics to consider in the display of packaging

Picture ?

Graphic display

Monocrom colour?

Weight or content

Form of the product itself

Form of the packaging

Packaging materials

Trademark

Eergonomis design

What are the Criteria for Food Packaging Design ?

http://en.wikipedia.org/wiki/File:Can%28

http://hotproducts.manufacturer.com

Plastic bottles - colors

http://id.pantone.com/pages/pantone/Pantone.aspx?

http://springsbargains.com/2010/10/

http://absolute-truths.com/?p=2429

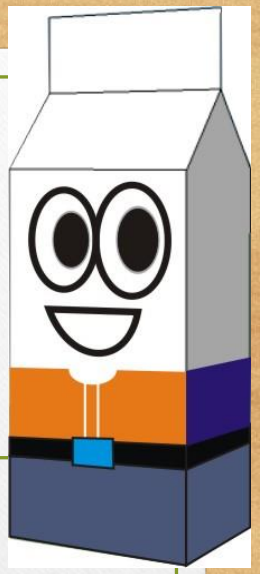
http://www.rubber-stamps.net/go-green/eco-friendly-stamps/

Why Packaging Should Be Attractive?

Interesting according to whom

Packaging designer?

Sellers?



Buyers?

Buyers who do?

PURCHASERS WITH SPECIFIC AND ADJUSTED SEGMENT WITH THE AIM TO "BUY"

Have you ever thought that buyers how that will buy your product?

Attracting Potential Buyers Become a BUYER

Tying Buyers to CUSTOMERS

The meaning is packaging must be able to influence the decision of prospective buyers

What's Interesting? ?

The interesting thing is:

Appearance overall are:

Graphics, Forms, Contents in Packaging, Product Info and Legal Aspects, Trademarks and Packaging Materials

Interesting According to Whom??

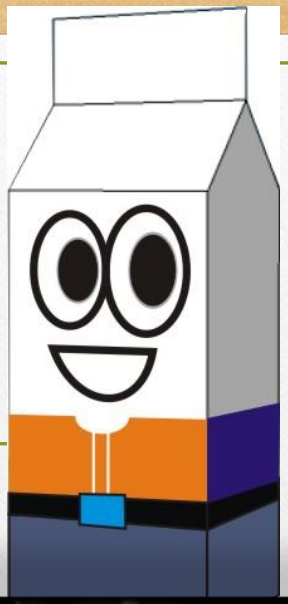
Interesting By :

- Consumer, or Prospective Consumer/Buyer

Which Buyer???

Buyers can be distinguished by age e.g., purchasing power, gender and so on.

Well....
Who have this ?



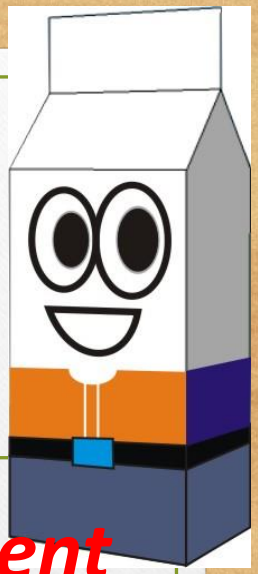
Development design?

Who should design your Packaging ?

Desainer...

Students of fine art

So.....in the design of packaging, A designer must be positioned itself as a consumers.



Define the following segment before the design is made.

Man ? Women ?

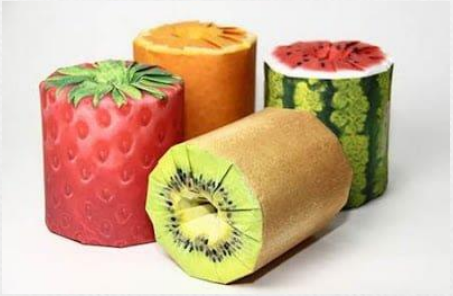
Toddlers? Kids? Teenagers? Adult? Ederly?

Lower middle? Medium –Top?

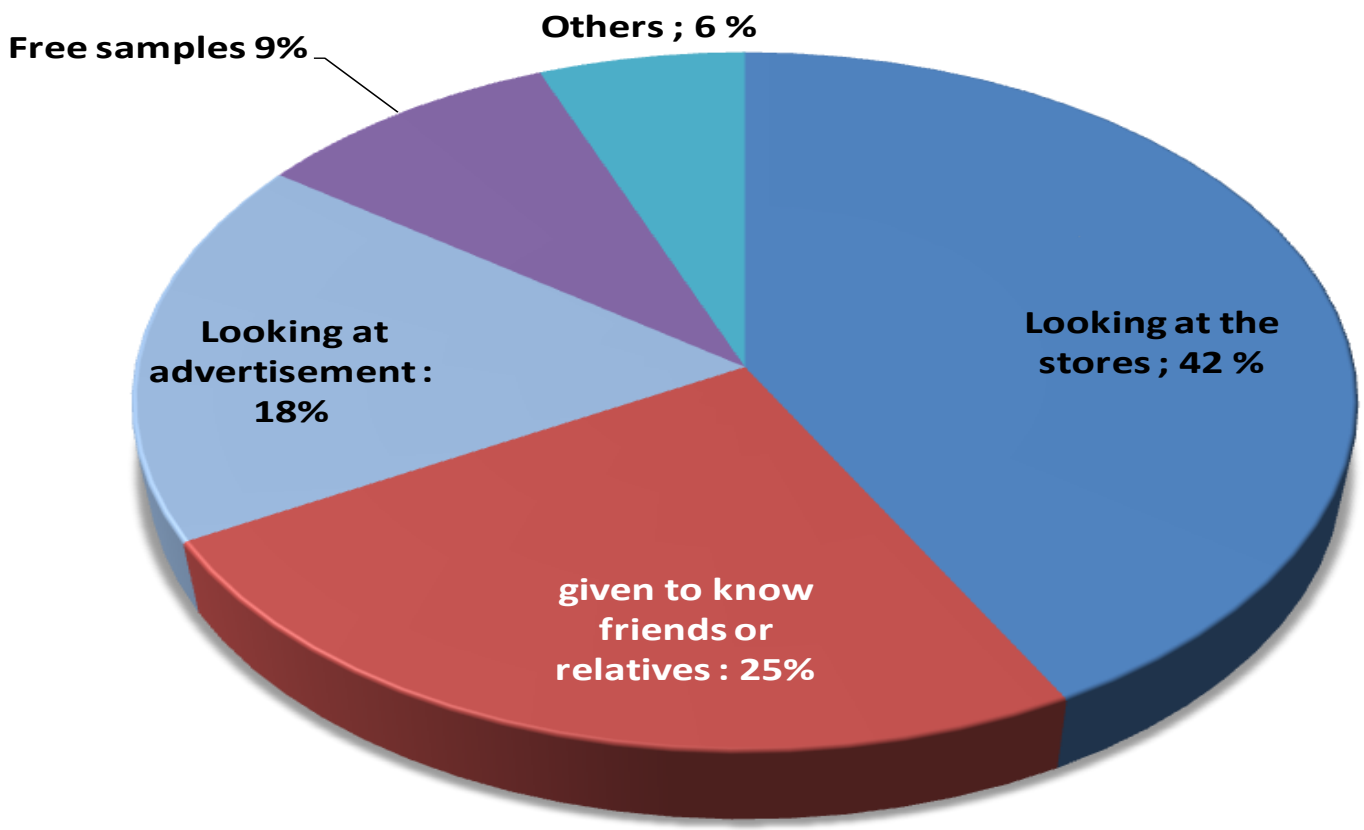
Supermarket? Stall? Market? Stores of food?

GOOD PACKAGING DESIGN

1. Practise
2. Product development
3. Storefront effect
4. Autentik
5. Honest
6. Attractive
7. Short and clear



Reasons to purchase (%)



Source: Grocery Survey

United Biscuit

THE REALITY OF SMALL AND MEDIUM INDUSTRIAL PACKAGING PROBLEMS

1

- Stuck to the tradition packaging label

2

- The presumtion packaging only adds to the cost burden

.

3

- Made good by the seller, not the buyer

How to change the ordinary into the unsual plastic?

Rumah Kemasan

Standing Pouch

GUSSETED

AW 6035 SR

Centreseal

Main Constraints :

1. The main obstacle modern packaging that is in Plastic Print with a failrly high minimun order, where one type of packaging can reach tens of millions (printed on plastic rather than silk-screening, but Rotogravvre Printing) usually the packaging is produced by the factories making containers with a large industrial scale.

2. Packaging machinery manufacturers that price is tens of millions dolar

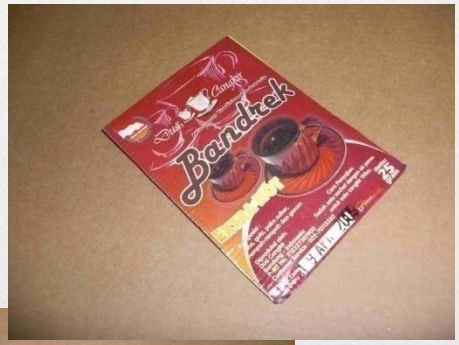
How micro entrepreneurs/SMEs can compete ?

One solution = EAT (Equipment and Appropriate Technology)

Ordinary plastic or plastic kilogram in the market with the right EAT, can be converted into other forms of modern packaging.

Standing Pouch

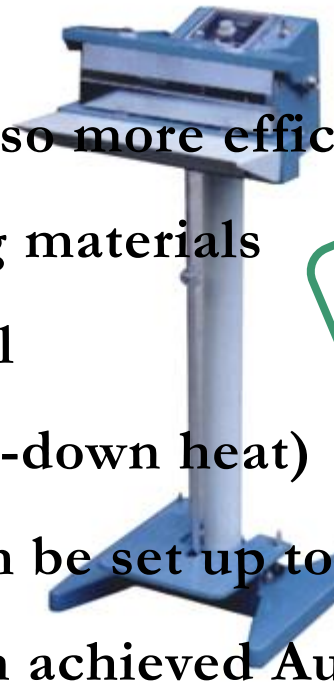
Gusetted



Sachet/
centralseal

Advantages Equipment and Appropriate Technology (EAT 1)

1. Prices Relatively low to medium scale (3 millons)
2. Lower power 350 watts
3. Operated by using feet so more efficient
4. Can forming packaging materials
5. Tread teflon coated seal
6. Direct heating type (up-down heat)
7. Heating temperatur can be set up to 250^{o}C
8. When the heat has been achieved Automatically warning stops (auto shut off)

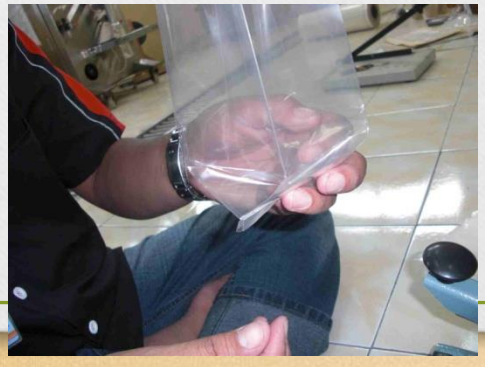


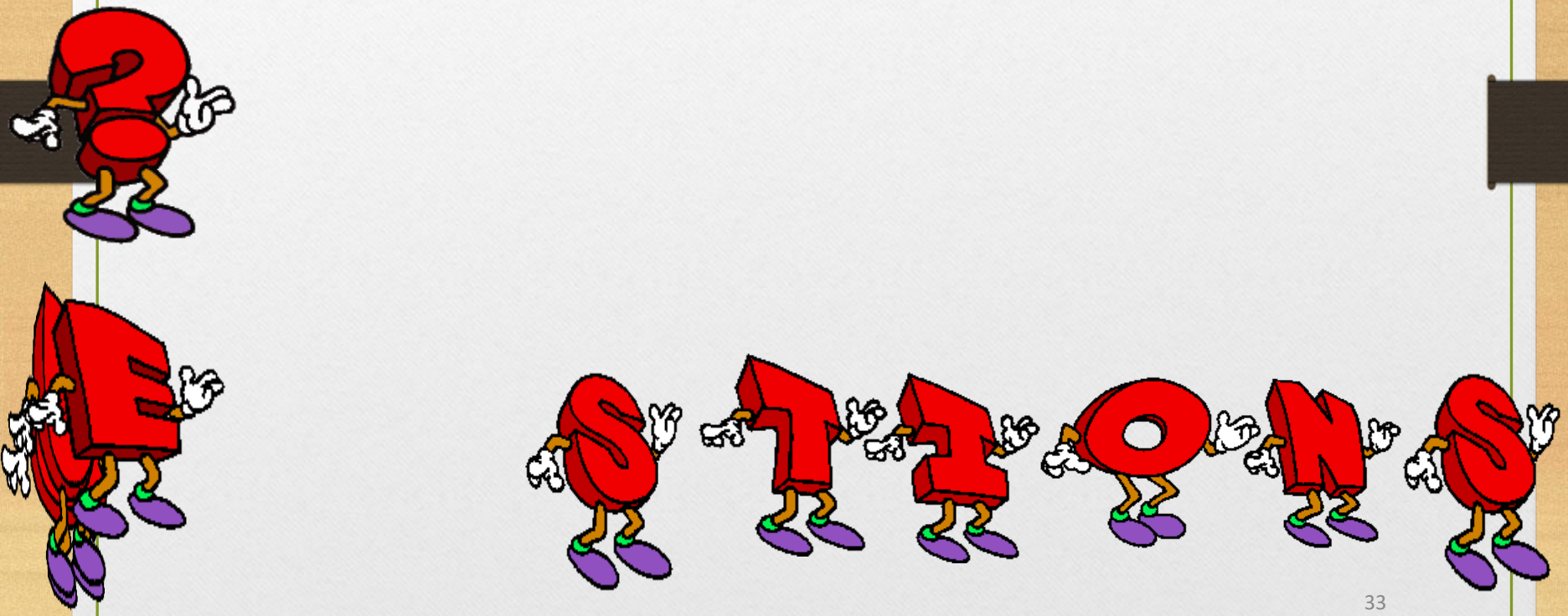
Foot Sealer Atau
Pedal Sealer

Advantages Equipment and Appropriate Technology (EAT 2)

1. The price is very affordable for small scale
2. Lower power 350 watts
3. Operated by using hand
4. Tread “seal” or las tiny up to 0,5 mm
5. Can forming packaging materials.
6. Tread protector seal coated fabrics
7. Impulse type (bottom heat)
8. Heating temperature can set up.

With a little creativity, this EAT 2 can make modern packaging



Inputs product labels and stickers.

Thank You