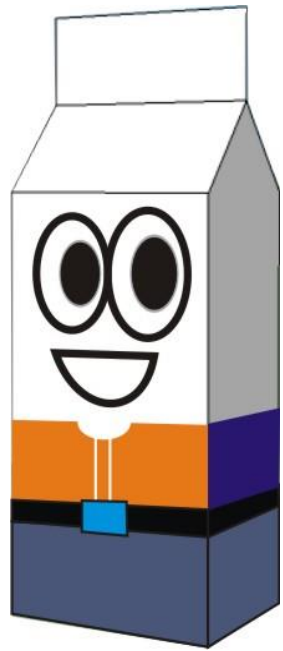


DESIGN PACKAGING FOR SMALL INDUSTRY



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TRAINING LEMBANG
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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.



Packaging design objectives :

- ▶ Display unique attributes of a product
- ▶ Strengthens aesthetic appearance and product value
- ▶ Maintaining uniformity in product brand unity
- ▶ Strengthen the difference between product variety and product line
- ▶ Develop different packaging shapes that fit the category





Why did Packaging should be designed ?

In order Interisting.....!

eye catching.....

***Packaging as power mute but
effecting marketingthat can
retrieve consumers 'hearts.***





The characteristics to consider in the display of packaging

Picture ?



Display colour?

Form of the product itself

Weight or content

Labeling

Packaging materials

Trademark

What are the Criteria for Food Packaging Design ?

When designing packaging it is important to consider the following :

- ▶ Is it easy to handle and open?
- ▶ Is it a convenient shape, so it is easy to stack?
- ▶ Which colors will be used on the packaging?
- ▶ What font size of print should be used?.
- ▶ Can consumers read it easily?
- ▶ Will it be economical to produce?
- ▶ What about environmental considerations?



teda.org
an/428



products.manufacturer.com

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.

Graphic Display !

Emphasis in
Graphic Elements Are Highly
Determined By A Specific
Prospective Consumer Segment
Selection Strategy





PACKAGING FORM

Tendency to decide something based on "sight", making the element of form very important
Attention

For the child segment, the shape is different from the adult segment.

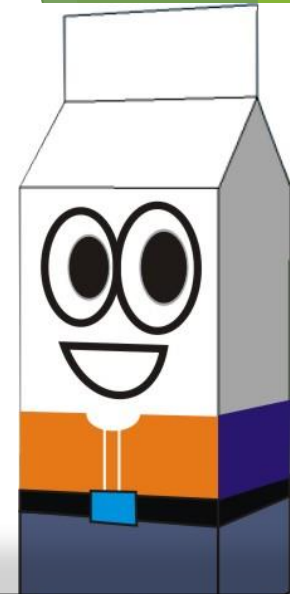
PACKAGING CONTENT



Contents Per Package Can Be Worked For; Family Packs, “Picnic”, Souvenirs, One Meal, Refills and so on.



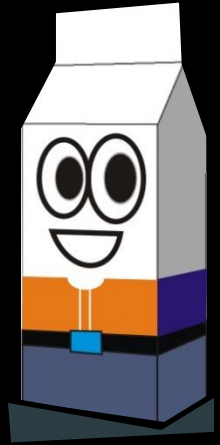
*Well....
Who have this ?*



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.

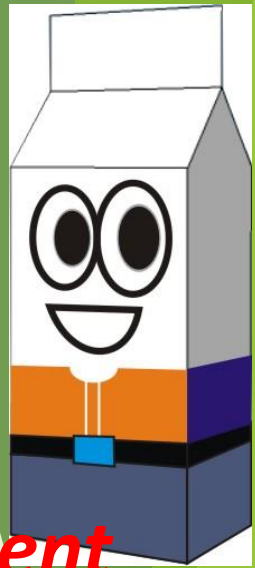
Define the following segment before the design is made.

Man ? Women ?

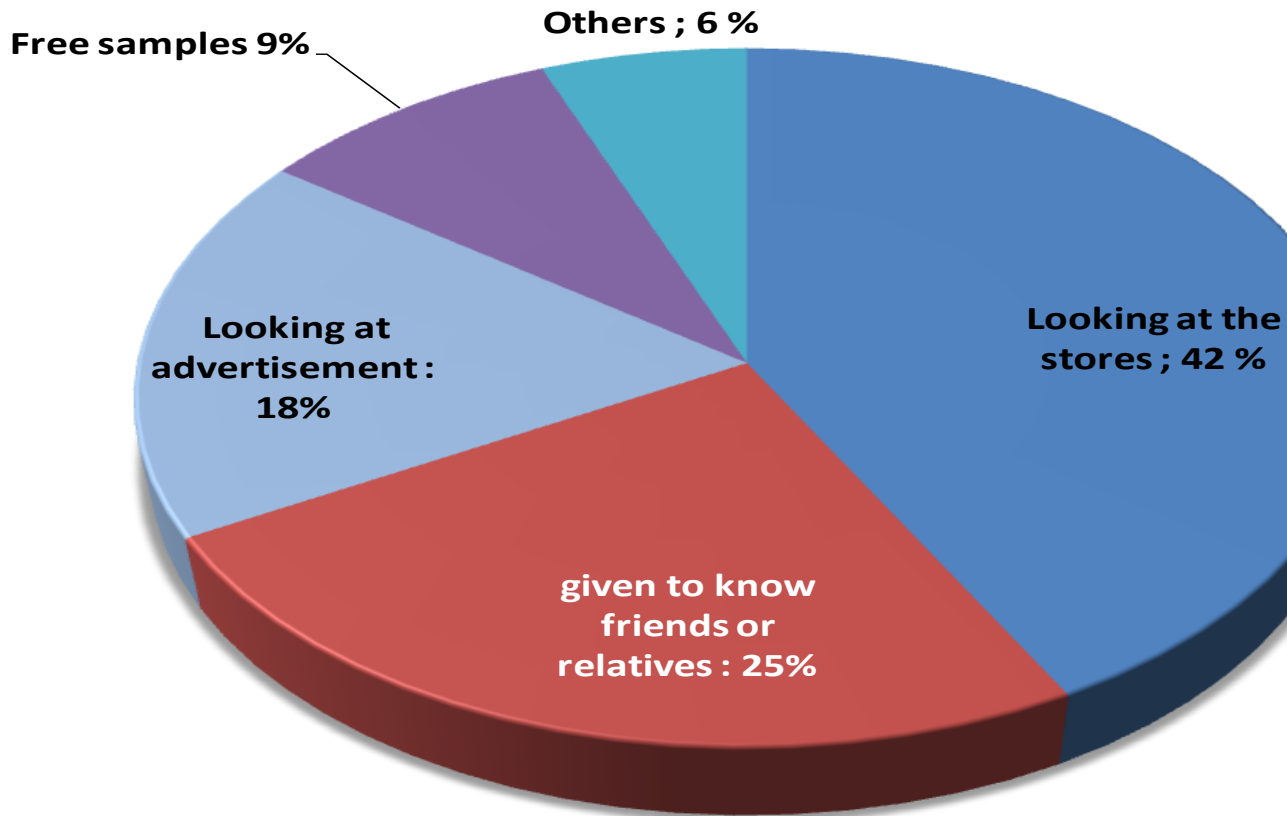
Toddlers? Kids? Teenagers? Adult? Ederly?

Lower middle? Medium –Top?

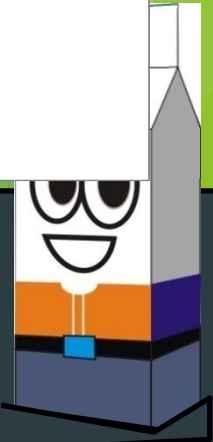
Supermarket? Stall? Market? Stores of food?



Reasons to purchase (%)



Source: Grocery Survey
United Biscuit, since 1987



THE REALITY OF SMALL AND MEDIUM INDUSTRIAL PACKAGING PROBLEMS

1

 Stuck to the tradition packaging label

 The presumption packaging only adds to the cost burden

2

3

 Made good by the seller, not the buyer

How to change the ordinary into the unusual plastic?





Standing Pouch





GUSSETED





Centreseal

Main Constraints :

1. The main obstacle modern packaging that is in Plastic Print with a fairly high minimum order, where one type of packaging can reach tens of millions (printed on plastic rather than silk- screening, but Rotogravure 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 dollar

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



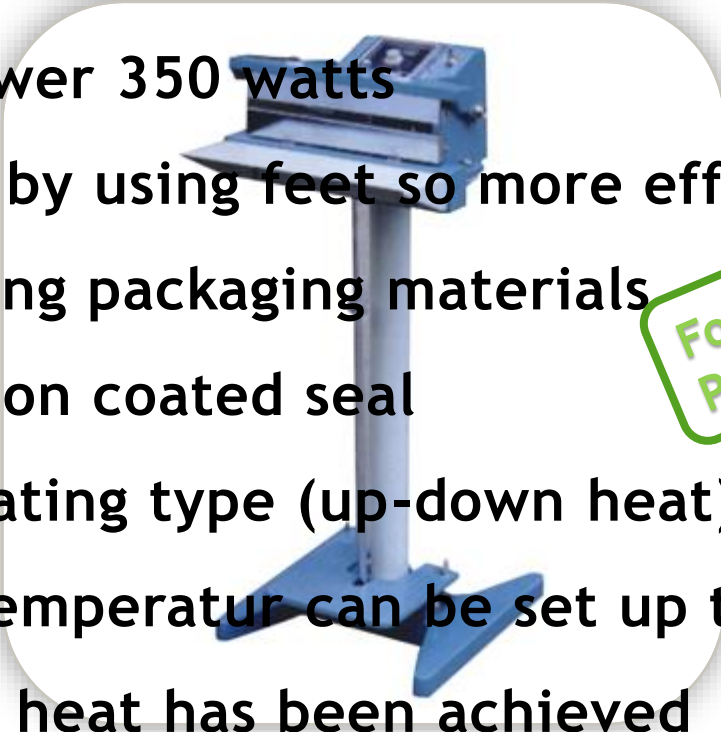
Sachet/
centralseal

Gusetted



Advantages Equipment and Appropriate Technology (EAT 1)

1. Prices Relatively low to medium scale (3 millions)
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^oc
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.



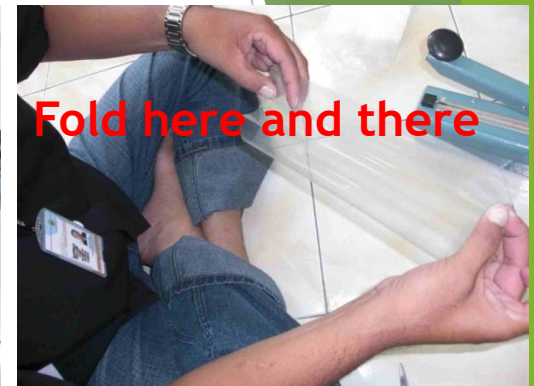
Hand Sealer



Prepare plastic



Scissors bag underneath



Fold here and there



This pattern



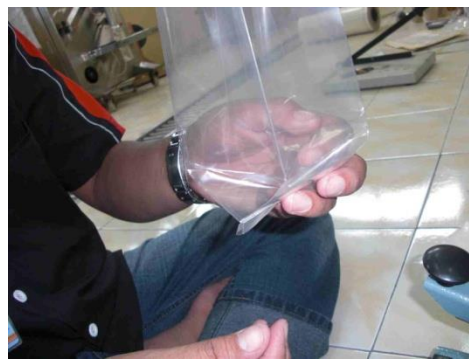
Seal



The results is like this



open



Inputs
product
labels and
stickers.



Thank You

