Power up Your Printing Business... Innovate, Integrate, Motivate!

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New Horizons of Packaging Design

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Introduction to Packaging

- Packaging plays a vital role in the delivery of products from the manufacturer to the consumer in a desired state.

- It surrounds, enhances and protects the goods we buy.
Functions of Packaging

- Physical protection
  - Primary Packaging
  - Secondary Packaging

- Barrier Protection
- Convenience
- Marketing
- Information Transmission

- Security
Creating packaging that sells
Reebok Extra Grip Packaging

Creative packaging idea for Reebok climbing shoes
Anti-Theft Lunch Bags

Sandwich bags that have green splotches printed on both sides, making your freshly prepared lunch look spoiled. Don’t suffer the injustice of having your sandwich stolen again!
Mr. Clean Dumbbell Packaging

Tommaso Ceschi designed this lovely innovative packaging which can act as a cleaning detergent container and a dumbbell!
Nike Stadium Packaging

Limited number of Nike shoeboxes were transformed to house a stadium within by inserting a printed sheet of the stadium interior with embedded sound chips. So you could hear the crowd go wild when the box was opened.
Banana Guard Packaging
A robust case that ensures your banana
Dumbbell Sports Drink Packaging
Sports drink bottle design by Jin Le. Each bottle weighs 0.5 kg.
Japanese Cookie
Porkinson
NYC Spaghetti
Bag-vertizing
Desire

When we design packaging the key response we wish to generate is desire. Desire is the first in a series of emotions and response triggers that will end in the consumer lifting the product from the shelf.
Desire can be evoked when discovering a different, intelligent twist of a revered brand.
Or a product that is new, beautiful and full of promise. Or a product revamp advancing from the old and tired to the fresh and exciting.
Need

- Need gives desire credibility
Promise

- To justify a need, the pack design must promise a good user experience.
- We should placing messaging and communication on the pack that gives good reason to buy the product. We should offer the consumer the rationale.
Delivery

- The contents must deliver the experience that the packaging promises.
- Because attractive packaging on its own, will only sell the product once.
The value of customer retention

- Packaging is the key customer touch point.
- It is often the only tangible.
- Retaining customer loyalty requires desire to always be present.
Top 10 packaging mistakes

1. Getting lost on the shelf
2. An overly-cluttered label
3. Forgetting the customer
4. Not making product benefits clear
5. No appreciation for subtlety
6. Wrong packaging material
7. Assuming customer is stupid
8. Ignoring retailer’s perspective
9. Design proliferation
10. Making illegal claims
Thank You