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The Creation of Innovation Packaging from Plastic to a Handle Box with Implementation of Augmented Reality Technology and QR Code

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ABSTRACT

The creation of technological innovation used on packaging is aimed at increasing creative thinking and innovative approaches in standard of product. Production of Augmented Reality (AR) and QR codes placed on Box Handle Packaging. With the Augmented Reality (AR) technology available, customers can scan the product logo on the packaging to watch the video of how curd is prepared. Through this innovation, it can open people's eyes to see ideas on how to best educate the currently global and techno savvy students. The QR codes are also an innovation that creates commercialization purposes to provide details about the product. The packaging design will be able ease customers bring the product to home after purchase. Besides, the handle box packaging have the look of innovation that creation of transform packaging from plastic to a box with compartment. Adding a handle to the box packaging not only creates an attractive image, it is also keep a product secure and improve the level and standard of the products. Significantly, this creation of handle box innovation packaging can entice customers to buy the product. The creative and eye-catching innovation made the packaging help to attract new and returning customers.

Keywords: Handle box packaging; Augmented Reality (AR); QR code

INTRODUCTION

Box handle packaging have the look of innovation that creation of transform packaging from plastic to a box with compartment. Adding a handle to the box packaging not only creates an attractive image, it is also a step that works to keep a product secure and to improve the level and standard of the products. Not only that, there is a window designed on this packaging to attract customers with a different packaging innovation that provides a complete package containing 2 packets of curd powder (100grams) + cup and flavour that can be seen from outside the box. The most important function of packaging is to keep the product safe and secure from the outside environment, but also vice versa. In addition, the implementation of Augmented Reality (AR) technology is placed on the company logo found on the packaging. So, with this new technology available, customers can directly scan the logo through the downloaded application. On this logo, I included the curd preparation method that customers can watch.

Through the technology innovation, Augmented Reality (AR) for packaging helps relay packaging information through 3D content. Refers to the box handle packaging using the augmented technology app, it can spring in different colors, move, sound and change. As a result, the application quickly realized that customers remember mostly not the thing they see but the emotions it awoke in them. Nowadays, insert augmented technology on the packaging lead their audience into the digital world, which opens more opportunities to engage them. By capturing the physical packaging in their smartphone's camera and using the AR application, the consumers can see the whole message the brand wanted to communicate to them. For example, consumers can scan the product logo on the logo product to watch the video of how curd is prepared. In fact, augmented reality has incredibly useful applications in the packaging industry. This fascinating technology can be used to enhance product packaging, improve brand loyalty, attract new customers, and stand out from competitors. However, one of the great things about Augmented Reality for packaging is the easiness of update. For example, company can launch a special campaign connected to an event or promotion and enhance it with AR content developed specifically for that purpose to all consumer. While, Quick Response (QR) codes are two-dimensional barcodes that, when scanned with tablet or smartphone's camera, give consumer easy access to whatever online information they're linked to. QR codes that align with the products a consumer purchased, and link them to a demo that teaches them how to use your products. QR codes are a simple, seamless solution that makes this much more convenient. With a quick, simple scan, users are instantly taken to your social media pages to follow you. Or, the code can bring up your website for them to leave a review or browse new products.

INNOVATION DEVELOPMENT

The packaging is a presentation or enclosing of material used in protecting products for distribution and storage. The use of material suitable for the product on this handle box packaging is 300gsm Art Card. This packaging is printed on one side printed using one die cut block. Based on the old product packaging, they promote their product with transparent plastic with sticker label which is less than an adequate packaging. Improving the packaging to be better can actually add to give variety and uniqueness to the innovation of packaging. To create innovation, box handle packaging handed out awards to outstanding flexible package solutions that met or exceeded needs through innovation in materials, graphics, structure, new uses, extended shelf-life and sustainability. The innovative packaging that allows the consumer to be able ease customers bring the product to home after purchase. Besides that, the new packaging have the compartment that can secure the product in the packaging and protect the product from damage. Notably, creative and eye-catching innovation made the packaging visually could help to attract new and returning customers. Nowadays, the application of augmented reality technology provides an opportunity for packaging design innovation, provides ideas to enhance the experience of packaging design, and adds interaction between packaging design and users as well, thus making the product more interesting.

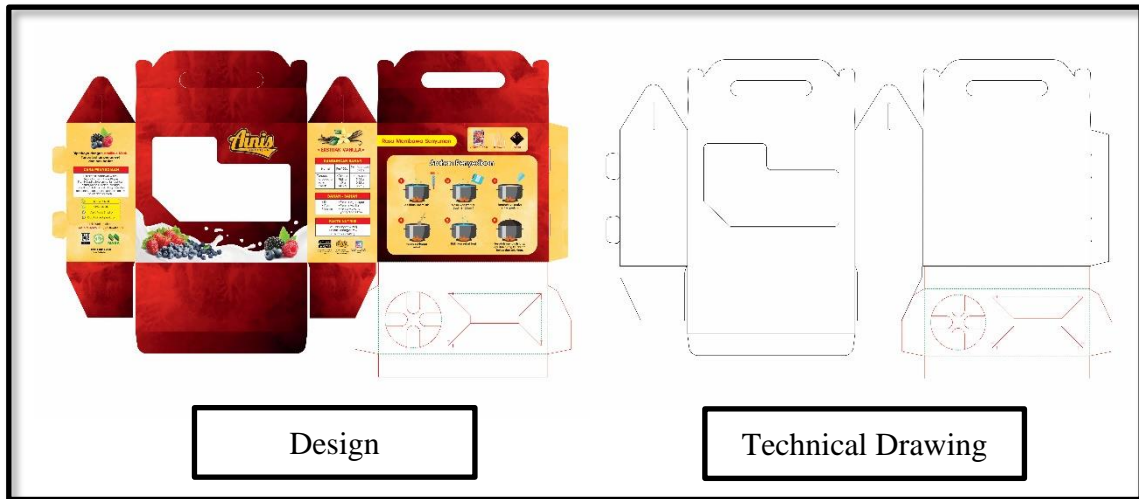


Figure 1: Innovation of Box Handle Packaging Technical Drawing

Box handle packaging usually have the same function with various shapes and visual designs but they can innovate with the combination of Augmented Reality (AR) and QR Code. With the creation of Augmented Reality, an innovative practice of blending real life with virtual life by using applications and images that blend content or products together in the real world. When used in packaging, it takes visual attractiveness beyond eye-catching colours and graphic designs and becomes futuristic. It provides consumers with more than just additional information, but an immersive experience from the moment they interact with the product. For instance, consumers can scan the logo on the product packaging to watch the video and sound of how curd is prepared. Through the downloaded application, any smartphone with a camera and internet capabilities will allow its user to access the world of augmented reality through a downloaded software application. In particular, product packaging is meant to protect products from any damage. A good packaging serves both technical and presentational purpose. Technical changes to the packaging aim to extend the shelf-life of the product by better protecting the product from all the hazards. The packaging created using good and strong material. So the packaging is a presentation or enclosing of material used in protecting products for distribution and storage.



Figure 2: Box Handle Packaging Innovation



Figure 3: Box Handle Packaging Innovation

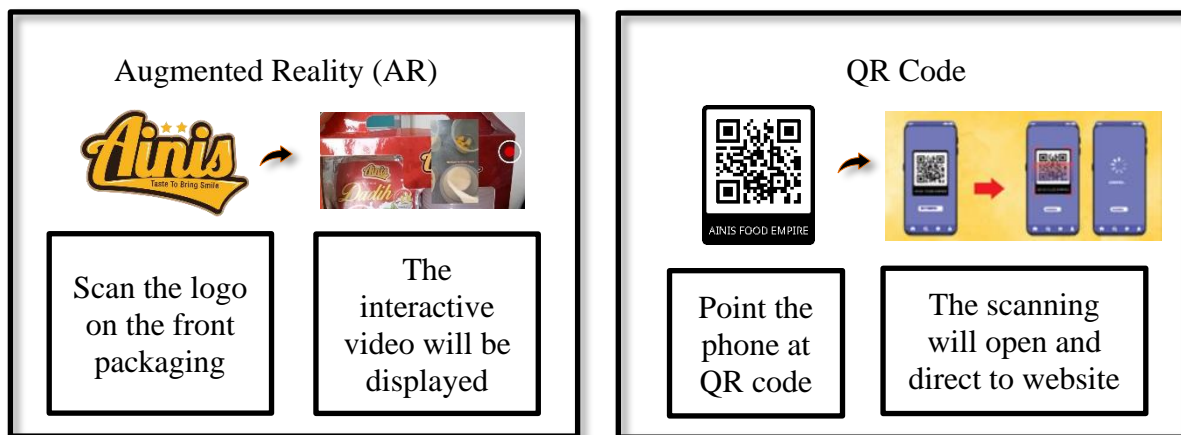


Figure 4: Creation Innovation of Augmented Reality (AR) and QR Code

COMMERCIAL POTENTIAL

The commercialization potential of this box handle packaging can entice customers to buy the product. The packaging could help protect and serve commercialize purposes to provide proper information and details about the product. With the new technology available, customers can scan the packaging box to watch a video of how curd is prepared. Within mind, customers experience will be improved and the brand could gain their trust. The packaging created using good and strong material. So, the packaging is a presentation or enclosing of material used in protecting products for distribution and storage. Thus, the product is suitable for placing on the market in the future and attractive for customers to buy. Furthermore, through the innovation of Augmented Reality (AR) and QR code downloaded application, any smartphone with a camera and internet capabilities will allow its user to access. By capturing the physical packaging in their smartphone's camera and using the AR application, the consumers can see the whole message the brand wanted to communicate to them while through the QR Code, consumer can direct to their website.



Figure 5: Innovation Product Mock Up

CONSLUSION

In conclusion, the use of noble and innovative packaging contributes to extending the shelf life and maintaining the quality of the product. The purpose of packaging is protection, suspicion, information and the convenience of innovative packaging that not only preserves food quality but also contributes meaningfully to business processes. The packaging of this box holder to the product improves the old packaging strategy to the present and renews it with the production of Augmented Reality (AR) and the QR code is placed on Box Holder Packaging. With the advancement in the area of technology, the creation of innovations used on packaging is purposeful improve creative thinking and innovative approaches in the standard product.

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