



International Teaching Aid
Competition 2023

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

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Cover Design : *Asrol Hasan*

Layout : *Nurina Anis Mohd Zamri*

eISBN : 978-967-2948-51-3

Published by : Universiti Teknologi MARA Cawangan Kedah,
08400 Merbok,
Kedah,
Malaysia.

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PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee
Special Interest Group, Public Interest Centre of Excellence (SIG PICE)
UiTM Kedah Branch
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INNOVATION OF SLEEVE PACKAGING WITH CARRIER IN FOOD INDUSTRY

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ABSTRACT

According to Puan Fauhan Binti Rosli founder of company Ann Sushiholic is opened in 23 January 2019 which is located in Kompleks Perniagaan Masjid Tuanku Syed Putra, Kangar Perlis. This company use the plastic container to pack the Sushi and then they put it in a plastic bag. They don't has specific box packaging for Sushiholic. The role of the packaging is to protect the product itself and by the same time it can be display with attractive branding design

to convince to the customer of product quality. The package becomes a vital factor in the buying choice because it communicate to the consumer during the decision making time. This prototype featuring an innovation design where it can be simply fold into flat for storing purpose, placing chopstick on the side of packaging and food can be seen through transparent container while placing the packaging on containers. Sustainability has emerged as a core design concept in packaging development to minimize environmental impacts, maximize cost saving and avoid excessive or deceptive packaging. The additional combination of augmented reality (AR) technology for the latest technology requires an interactive and highly dynamic experience with today's smartphones to be on the any platform. In addition, the combination with the QR code make it easy to get information just pick up the phone to scan the QR code found in the sleeve packaging.

Keywords: sleeve packaging, augmented reality, QR code

INTRODUCTION

This research focuses on the ann sushiholic company as a company that sells a variety of sushi. being relatively new in the market, this business does not have proper packaging for their products. currently, they are using plastic containers that do not reflect their business identity and also harm them environment. since ann sushiholic is involved in delivering food to customers as well, they seem far away lag behind in the use of new media for their packaging that can bring them a different experience customer. the goal of this research is to create a sleeve packing carrier. not only limited to protect products, sleeve packaging is also used to display the product visually and informatively to convince customer product quality.

To create innovation, we must think outside of what we are doing now and develop creativity ideas that will increase the level of creativity in us. innovation requires three main steps that is, ideas, implementation ideas, and results arising from implementation concept and produce changes in sleeve packaging design. sleeve packaging with carrier to innovate to use ann sushiholic's business is augmented reality and qr codes where global technology advances especially in the use of the internet and smart phones. augmented reality defines as a direct or indirect real-time view of the physical real-world environment that has been enhanced or augmented by adding information produced by the virtual computer to it. ar is interactive and registered in 3d and combines real and virtual objects. the packaging sleeve that uses augmented reality and qr code which is an innovation that can increase the creativity of a person's mind and also help the business mission run smoothly.

INNOVATION DEVELOPMENT

Sleeve packaging is a type of additional packaging for something that is already used for protect the product from being contaminated with the environment with a new design. this packaging

sleeve works to protect food or product when combined with augmented reality technology and qr codes. ar allows digital information to superimposed and integrated into our physical environment where ar is a tool that can help we transform our immediate environment into a space for learning, work and entertainment as a novelty, as shown in figure 3. this packaging is designed to facilitate the management of sales and storage for sushi. sleeve packaging with carrier usually has the same function with different forms and visual design but they can innovate with a combination of augmented reality and qr code. augmented reality and qr codes on packaging aim to facilitate the delivery of information and sales promotion in food companies. sleeve packaging is used as management in the food industry to help improve sushi sales.

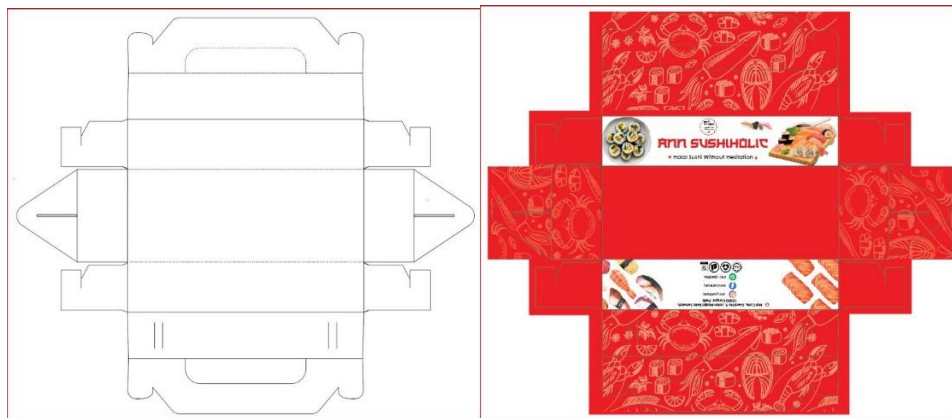


Figure 1. Innovation Sleeve Packaging with Carrier Technical Drawing

Sleeve packaging innovation using The Implementation of Augmented Reality Technology and QR. This sleeve packaging innovation can be seen as a structured set material for now. Sleeve packaging design in the food industry course can support the purpose of the course in the mission of sales and use in promoting food. Alternatively, outsiders can find out more clearly the content and background of the company and the menu on the scan provided in the form QR code and also Augmented Reality technology. Augmented Reality (AR) uses video related to sushi to simulate the process of making sushi in a nutshell. In addition, the use of QR codes on sleeve packaging elements can make it easier for you to see the menu provided by Ann Sushiholic Company without typing on the website by simply scanning it with a smartphone camera. This innovation in Sleeve Packaging makes it important for smart users to choose and buy. When Augmented Reality and QR codes become part of humanity life, the food industry can change with more advanced and technology, so the main goal is to attract buyers and promote from sushi food enthusiasts to buy this sushi.



Figure 2. Sleeve Packaging with carrier innovation

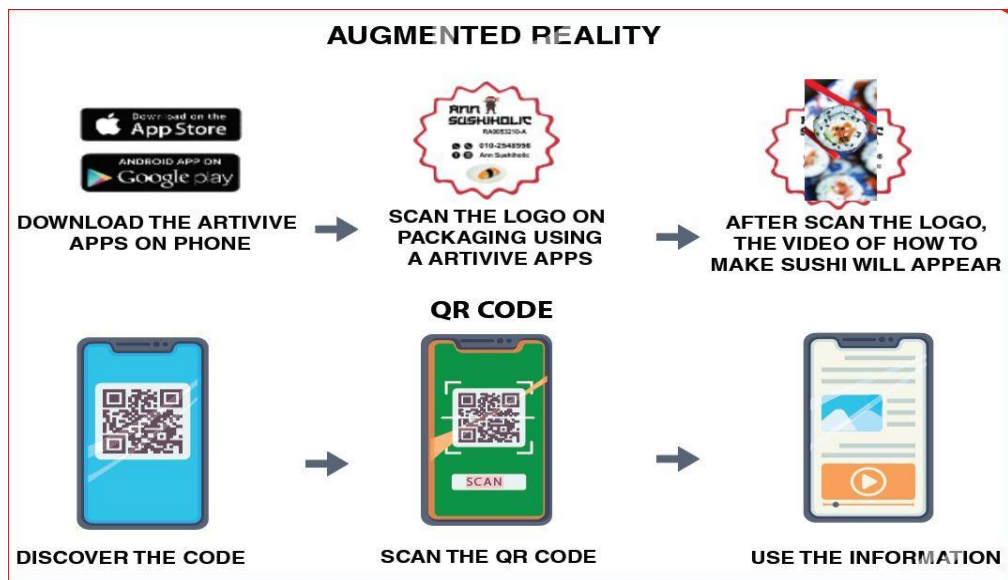


Figure 3. Sleeve Packaging With Carrier Innovation with Augmented Reality and QR code

COMMERCIAL POTENTIAL

Packaging is essential as it is used for the identification of the products in marketing. it enhances the appearance of the label for promoting the product. this is the major importance of labelling in marketing. in addition, labelling also helps to provide information about a product to the perspective customer. this function fulfills informative purpose of using a tag. product labelling can be done in a variety of sizes, materials, and shapes. it plays a key role as a point-of-sale display on the market shelves. they can also communicate information about how to handle a product or how to dispose of it. you can use the labelling for security reasons so that a product should not be misused. it is for this purpose the labelling has the logo or the trademark of the company. all these are different types of uses of the label for a product in the world of business.



Figure 4. Innovation Product mock up and prototype

CONCLUSION

In conclusion, the use of sleeve packaging is very helpful because it works to protect food from contamination and will be safer from damage to bring home. this production sleeve packaging can also provide convenience to the food industry that is sushi in using packaging and easy to sell and promote food. ann sushiholic has innovated by combining augmented reality and qr code so that users or others can find out more information in the ann sushiholic company. when all this packaging sleeve is used, it means that it reaches the required objective to meet user needs.

ACKNOWLEDGEMENT

Thanks to other author members ts. mastura omar, dr. shalida rosnan, jamil iswan bin abu daud and muhammad yusuf bin masod together completed this work. this research is also part of the work supported by universiti teknologi mara (uitm) puncak alam campus.

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iTAC **2023**

e ISBN 978-967-2948-51-3



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