

DEVELOPMENT OF INNOVATIVE AND CREATIVE ON BEAUTY AND HEALTH PACKAGING

Fatin Nur Nazifa Binti Fathil

Printing Technology Department, Universiti Teknologi MARA Puncak Alam, MALAYSIA

E-mail: fatinnazifa03@gmail.com

ABSTRACT

Creative packaging involves innovative designs and solutions that not only help products stand out above the rest, also to increase the product's growth and success. Candy Wax by RHEAAZURI is a local company selling 100% natural ingredients for instant hair removal products. The needs to further enhance the marketing of the product to ensure the sustainability of the company. The research develops an innovative printed solution with Augmented Reality (AR) integration. In addition, this process involved research on the identification of opportunities, exploration of concepts and refinement of printing processes. The outcome of these research is that the product quality is further improved by a box packaging with practical, value-added and impact-based innovation with integration of Augmented Reality (AR).

Keywords: multifunctional, innovative printed-based, augmented reality (AR)

1. INTRODUCTION

This research is focused on creating a type of packaging that is practical for hair wax removal product with the spatulas. Current CandyWax i-instant purchases are squeezed into a plastic wrap which may cause certain risks to the product when put together. With careful observation and analysis, this study aims to create packaging that is secure and practical for tube bottles and spatulas. Plus, the packaging also can be an attraction to the customer in purchasing the products.

2. METHOD

To help in finding appropriate design, research has been conducted through observation, interviews and experiments to identify and gather some information. By doing so, important data and information gained would aid in the research process efficiently.

2.1. Opportunity Identification

In the opportunity identification phase, the researcher conducted research based on the observation and interviewing. The observation has been made by entering drugstores and booths that sell hair removal products, cosmetics, skincare products and hair care products using paper-based packaging. The interview was done in order to acquire some opinion and discussion of creating an innovative and useful type of packaging.

2.2. Concept Exploration and Refinement

The reason for creating an innovative packaging for the CandyWax by RHEAAZURI company is due to the premium design and special features of the CandyWax in-instant tube bottle, a special packaging is required to be able to protect the products. This stage comprises a few steps from brainstorming, sketching & design and technical drawing.

2.3. Technical Requirements

In technical requirements, there are technical processes needed to make sure the quality control is being taken care such as the material selection, preflight, output of plate before printing process. These processes will determine the outcome of the packaging.

3. FINDINGS

Innovating the packaging creates an opportunity for the client to use and package two items of product using a single packaging. Next, Integrated Augmented Reality (AR) as a bridge to users in the utilisation of new technology by providing enriched content and additional information in a variety multimedia format.

4. CONCLUSION

This project has achieved the early objectives of creating this packaging. The process of creating the packaging has gone through proper research from the Opportunity Identification, Concept Exploration & Refinement and Technical Requirements. A value-added innovation on the packaging has enhanced the way the packaging functions through Augmented Reality (AR).

REFERENCES

1. Eva Pongrácz (1998). The Environmental Effects of Packaging. Retrieved from <http://cc.oulu.fi/~pongacz/Licthes/ch9.html>
2. Hsin Hsiu, Liu (2018). Dr. Wu Hydrating System Jumbo Edition. Retrieved from <https://www.behance.net/gallery/69978509/DRWU-I->
3. Soroka (2002). Fundamentals of Packaging Technology, Institute of Packaging Professionals ISBN 1-930268-25-4.
4. Diana Twede (2005). “The Origins of Paper Based Packaging” (PDF), Conference on Historical Analysis & Research in Marketing Proceedings. 12:288-300 (289)
5. Wikipedia, Packaging and labelling. Retrieved from http://en.wikipedia.org/wiki/Packaging_and_labelling
6. Carmigniani, J., Furht, B., Anisetti, M., Ceravolo, P. Damiani E., & Ivkovic, M. (2011). Augmented Reality technologies, systems and applications. Multimedia tools and applications, 51(1), 341-377
7. Brody, A, L; Marsh, K. S (1997). Retrieved from Encyclopedia of Packaging Technology, ISBN 978-0-471-06397-1.
8. Ouiska Run Farm Honey (2017). Retrieved from <http://www.jessicaglebe.com/ouiska-run-farm>.



Surat kami : 700-KPK (PRP.UP.1/20/1)
Tarikh : 30 Ogos 2022

YBhg. Profesor Ts Sr Dr Md Yusof Hamid, PMP, AMP
Rektor
Universiti Teknologi MARA
Cawangan Perak



YBhg. Profesor

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK
MELALUI REPOSITORY INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Pihak Perpustakaan ingin memohon kelulusan YBhg. Profesor untuk membuat imbasan (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.
3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna Perpustakaan terhadap semua bahan penerbitan UiTM melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak YBhg. Profesor dalam perkara ini amat dihargai.

Sekian, terima kasih.

“WAWASAN KEMAKMURAN BERSAMA 2030”

“BERKHIDMAT UNTUK NEGARA”

Yang benar