

PRODUCTIVE PACKAGING USING INNOVATIVE LOCKING MECHANISM IN DIE-CUT TECHNIQUE

Irfan Zuhair Bin Shaharudin

Printing Technology Department, Universiti Teknologi MARA Puncak Alam, MALAYSIA

E-mail: irfanzuhair23@gmail.com

ABSTRACT

Packaging design involves a process that includes design, evaluate, and produce a material used to protect a product. Simply put, good packaging is a paperboard cartons containers type are receptacles that hold, protect, and organize products. The case study focuses on producing suitable packaging for the product for the brand of Resepi Nani Rostam. This brand provides two different flavors of condiments; “Sambal Hijo Petir” and “Sambal Paru Letop”. Previously, the company uses plastic as its packaging. The revolutionized printed-packaging design facilitates the 2 in 1 campaign. Further improvement is made by applying an innovative die-cut technique in the packaging design. This technique enables the locking mechanism; which would ease the handling and packing of the product. Moreover, this newly designed packaging employs the use of augmented reality technology too. This technology gives a real subject, captured on video or camera, the technology that real-world images with extra layers of digital information. Hence, the improvements and innovation on the packaging will help products’ visibility, increase their growth, and market share. It will also offer a more cost-effective packaging solution and maintain sustainability through their shelf-life.

Keywords: 2 in 1 campaign, one die-cut technique, augmented reality (AR)

1. INTRODUCTION

The case study focuses on producing suitable packaging for the product for the brand of Resepi Nani Rostam. This brand provides two different flavors of condiments; “Sambal Hijo Petir” and “Sambal Paru Letop”. Previously, the company uses plastic as its packaging. The revolutionized printed-packaging design facilitates the 2 in 1 campaign. Further improvement is made by applying an innovative die-cut technique in the packaging design. This technique enables the locking mechanism which would ease the handling and packing of the product.

2. METHOD

A research process has been done to identify the opportunities and gather information such as company background, visitor profile & characteristics, and current trends to formulate insight and refining the concept. This concept is by having observations and interviews.

2.1 Opportunity Identification

Phase 1 is to interview the client about the product that researcher chose. The researcher collects data and all the information about the product.

2.2 Concept Exploration & Refinement

Phase 2 is to do the research and references through the internet, books, and by surveying other packaging products that are suitable to generate more ideas.

2.3 Process Requirements

Phase 3 is where all the data has been collected to be applied on the template to design the packaging product. This aspect includes the idea, prototype, and testing the product to ensure that it is ready to market.

3. FINDINGS

Phase 4 as an addition to the product's innovations, augmented reality (AR) technology is applied. Augmented reality, often abbreviated to AR, refers to a simple combination of real and virtual. Given a real subject, captured on video or camera, the technology provides a real-world image with extra layers of digital information.

4. CONCLUSION

For this work, the process is to conclude a solution to ensure that the product is not damaged easily by a locking mechanism and can attract people by having a new design. In making a new adjustment with a packaging concept by making die cut packaging with a locking mechanism.

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