

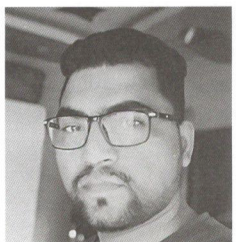
PRIVATE VIEW

Packaging power personified

Two packaging experts analyse four new products in the market on the basis of aesthetic appeal, technical specifications, design aspects and sustainability and share with Disha Chakraborty of *WhatPackaging?*



Yugandhara Dalvi
Creative director
Elephant Design

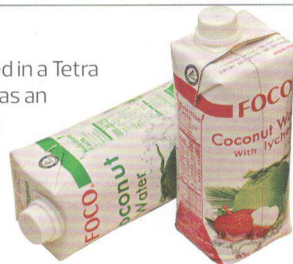


Santosh Chaurasiya
Senior visualiser
Pavan Java Studio

FOCO COCONUT WATER

Yugandhara Dalvi

The coconut water is packed in a Tetra Prisma Aseptic pack, and has an octagonal shape to provide a more ergonomic experience. It also provides bigger real estate for pack design and information. The multi-layer, high-performance aseptic pack is designed to lock out light and air, seal in nutrients and flavour and allow its contents to remain intact without refrigeration for months. The pack also has Forest Stewardship Council (FSC) label, which guarantees that the product or material used in packaging has come from responsibly managed forests, where biodiversity is maintained and protected. As the product is 500-ml the lid to the aseptic pack works better, allowing multiple servings later. Design-wise, the octagonal shape allows the brand to have two fronts; thus, all the informa-



tion gets narrated on the sides of the pack. The white colour of the pack connotes purity and complements the type or product aptly, such as coconut water. The bold and upfront product name is unmistakable. The splash of water beneath the coconut adds to the freshness factor. The use of realistic imagery of tender coconut is easily recognisable and relatable. In the front, certified logos like non-GMO (non-genetically modified organisms) builds trust and credibility for the consumers.

Santosh Chaurasiya

The shape of the aseptic pack makes the product stand out and feel premium when one holds it. However, the characteristics of the packaging need to be incorporated into the design, there is a mismatch of text overflowing to the side, and the use of pink and red in brand/logo/message placement needs a complete overhaul.

PRO SKIN FACIAL TONING WET WIPES

Yugandhara Dalvi

The pro skin facial wet wipes packaging is made of several layers of various polymers, usually PE and PET, as well as materials that prevent moisture transfer. But the plus-point is the plastic lid that few wet wipe brands offer. It keeps the pack steady while pulling out the tissues and helps keep moisture in the wet wipes intact. This pack also has a resealable sticker which acts as a second layer of protection from the moisture in wipes, as it is a very important function of the product.

As the plastic lid uses a lot of space on the pack, the sticker with branding is a clever usage of real estate. The gold foiling used in the sticker



of the lid sets the tone for a premium product. The pink colour usage fails to complement the ingredient imagery. The ingredients mentioned on the plastic windows could be more impactful if paired with benefits to users. The packaging indicates the product category. Hence bringing the "wipes" in gold, the ingredient or benefits could have made a further impact. Representation of the face on the pack also helps understand the category better.

Santosh Chaurasiya

A standard pack used by multiple brands, and quite convenient to use. The contrast of the colour used is poor, as the yellow/peach/apricot text becomes challenging to read.

FOCO COCONUT WATER

The aseptic pak is not a usual rectangle. The pack is cylindrical, along with inflated edges that stood out on the shelf.

PRO SKIN FACIAL TONING WET WIPES

The sealable flaps ensure the stack of wet wipes does not dry out. It increases the shelf life by maintaining the moisture content.

SNAPIN GOURMET GARLIC PEPPER SALT

The pack had a multipurpose cap. The cap could grind the salt crystals down to powder.

RIBBONS AND BALLOONS ROCK SOLID LOVE

The exclusive valentines edition has a unique shape and fancy locking mechanism.

THE ONLY PIRI PIRI MIX

The lid had two types of caps enabling you to control the amount of powder to be sprinkled.

SNAPIN GOURMET GARLIC PEPPER SALT**Yugandhara Dalvi**

I like how the brand has changed its structure for gourmet products from its normal seasonings. The glass crusher bottle gives a premium touch, and using it gives you a feeling of fresh seasoning. As the glass is quite thick and the quality and grade of the crusher lid seem quite sturdy, it can be repurposed or reused.

The packaging design is clean and simple, and that's what adds a touch of premium to it. The use of white colour connotes purity. The bold-variant name used upfront would help the users spot the product effortlessly on shelves and online platforms. The background colours behind the brand logo keep changing as per the variant,



which is not ideal as it creates low recall for the brand. The variant-specific colour introductions could have been experimented with the variant name itself. The packaging includes three words at the bottom of the pack that give users the taste profile, smell or flavour overview.

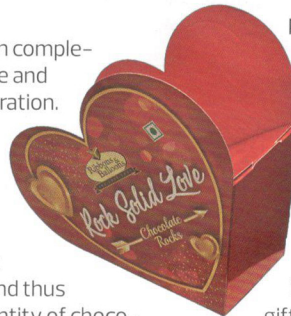
Santosh Chaurasiya

The common shape of the container makes the job of the designer much more difficult to make the product stand out off the shelf, and I can say they have nailed it, right from contrast with the background of the product to the legibility of the contents that invite the consumer to pick it up. What we need to see is if we can come up with an innovative bottle design.

RIBBONS AND BALLOONS ROCK SOLID LOVE**Yugandhara Dalvi**

The heart-shaped die-cut of the carton complements the product name, rock solid love and sets the mood for the valentine's celebration. The thin GSM of the carton makes it lightweight. Another good thing about the packaging is that it can be flattened, which makes it easier to transport to different franchisees. The one major problem is that the box can't stand straight in the shape of a heart and thus needs to be kept sideways. For the quantity of chocolates it holds, the overall structure seems too big, and flimsy and bends easily.

Overall the red colour is bright and pleasant. The gold gradient is nicely printed, almost like its foil printing. Even the embossing effect has come out very well and



precisely. The elements like heart, confetti and bokeh effect set the perfect tone for gifting it to a loved one, but the same create too much clutter. It could have been toned down a notch. The use of a handwritten font style gives it a personal touch.

Santosh Chaurasiya

The unique shape of the packaging makes it a star item for the consumer buying to gift it. The connection to the emotion of love fits well, and the message is delivered impeccably. The outline embossing adds another level of recall for the consumer. However, the top half becomes flimsy and needs some work toward making the right choice of material.

THE ONLY PIRI PIRI MIX**Yugandhara Dalvi**

The bottle is made out of thick glass and has a distinctive shape. The cap, which is made from plastic, is unusual and new. It has a double-open flap. The first flap opens to regular sprinkling pores/holes, whereas the second opens to a bigger hole for scooping or refilling. A small spoon can be used from the second flap opening. This creates ease, especially for people who are used to using a spoon to measure spices and are unsure about the sprinkler.

The die-cut spoon on the label looks interesting as it suggests a small teaspoon of spice can be used. The contrast colour of the label vs the prod-

uct colour helps the design to stand out. The small mnemonic at the bottom of the label, which says - let's eat better - adds value to the product. The lid variant sticker works well as it helps the user recognise the product even when kept horizontal. The cap opening instructions mention two-way flip caps. Giving clear instructions on sprinkle flip and scoop flip would make it easier for users.

