2022

INNOVATIVE PACKAGING FOR EXPORT

DEPARTMENT OF INTEGRATED DESIGN

UNIVERSITY OF MORATUWA

2022

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DEPARTMENT OF INTEGRATED DESIGN

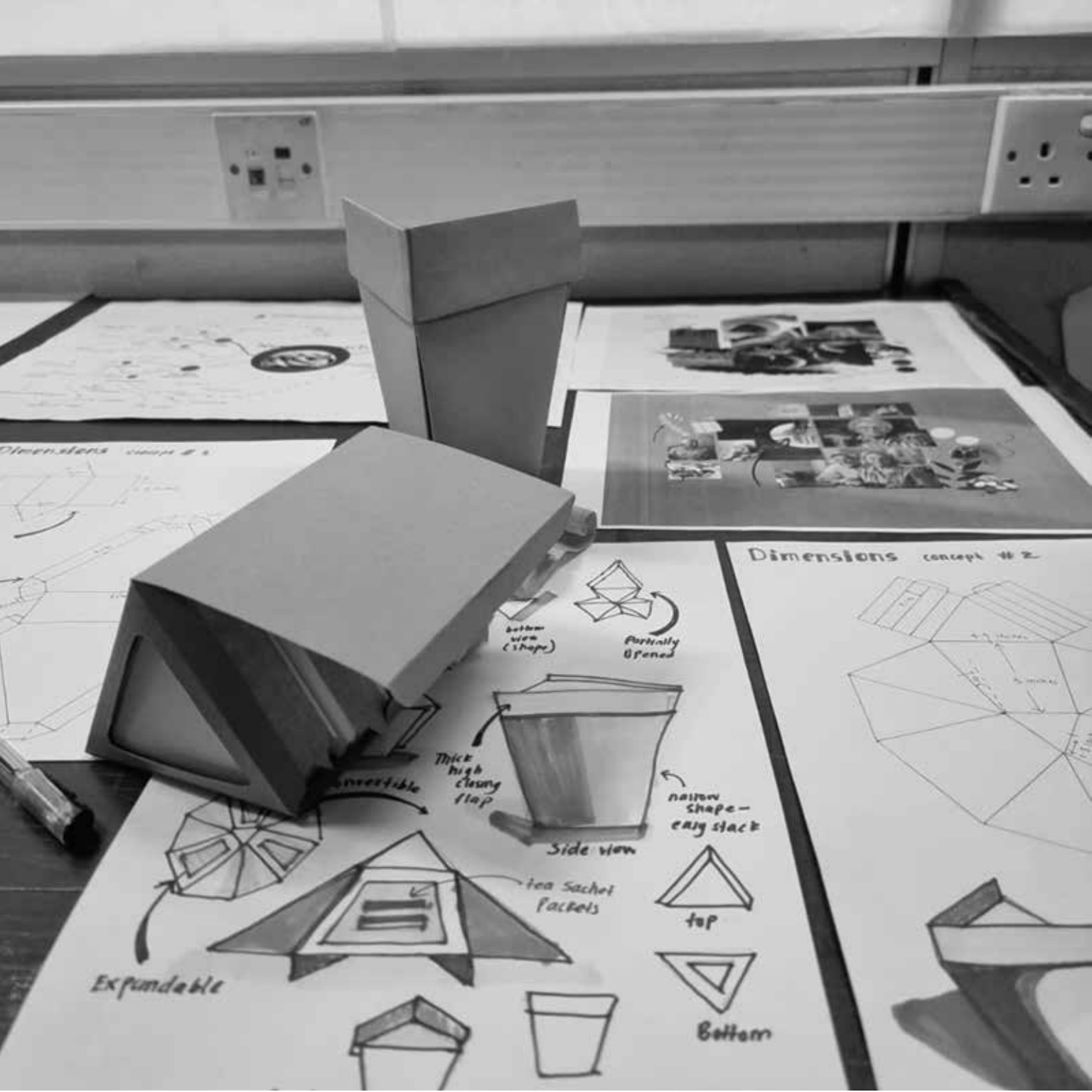
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INNOVATIVE PACKAGING FOR EXPORT - PUBLICATION

Book designed by Thimira Viraj Ranawaka

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Dimensions concept # 2
Partially Opened
Thick high closing flap
Side view
tea sachet packets
top
Expandable
Bottom

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Section 01
Packaging Design
for Small and Medium Enterprises in Sri Lanka

Section 02
Packaging Design
for Local Craft Items of Laksala

OVERVIEW

In reference to the 'Promotion of Local Packaging Products - Working Group for the Inter Agencies Coordination' by the Ministry of Industries, University of Moratuwa acknowledged its fullest support in reactivating the National Packaging Centre (NPC) of the Sri Lanka Export Development Board. In contribution to this initiative, the University of Moratuwa propose the following:

A.Display of 50 innovative packaging Solutions at the ProPack Exhibition 2022, 18-20 November.

B.Organise and conduct a Design Forum on the 'Innovative packaging for Exports' at the Design Code 2022- Graduation Show of the University of Moratuwa in November 2022.

C.Establish a Printing, Packaging and Publishing Innovative hub - A multidisciplinary unit towards providing innovative design solutions under the Faculty of Graduate Studies, University of Moratuwa.






PRODUCTION PROCESS

PHASE 01

Phase ONE_ Revamp

At the first phase, we were able to propose 24 packaging design solutions for seven small and medium potential exporters of the Sri Lanka Export Development Board (SLEDB) from Spices, Essential Oils & Oleoresins. And 30 packaging design solutions for the craft products of Laksala -National Crafts Boutique. These 50 design solutions were completed as final design prototypes by the level III, undergraduates specializing in Media and Communication Design, of the 17 intake and 20 intake of the Bachelor of Design (Hons) Degree Programme conducted by the Department of Integrated Design, University of Moratuwa.

As a contribution to phase one, the publication includes the 50 packaging design solutions (as final design prototypes). Each of these designs reached this stage through a rigorous research, development and design process. Individual research was conducted on the product, its unique selling points, customers requirements/ expectations, export quality requirements, potential concepts, sustainable approaches, transport and storage requirements etc. With the initial research outcomes the students reach the next rigorous process; the Design Process. This is an iterative process of sketching and creating prototypes, constantly empathizing with the user, the product, bearer properties, materials, production flow, point of sale requirements etc. and testing. The final design prototypes go through several developments until it reaches its final expectation as a value-added innovative packaging design solution to export Sri Lankan products.



For the innovative packaging design solutions (presented here) to reach the end customer, a collaborative approach is required, as the packaging designs need to be commercialized. Thus, this phase highlights the importance of other stakeholders, their expertise (knowledge and skill) to produce market-ready packaging solutions. With the revamping of the National packaging Centre of the SLEDB, we believe this collaboration is possible and acknowledge the other stakeholders: National Design Centre (NDC), National Craft Council (NCC), Palmyra Development Board (PDB), Industry Technology Institute (ITI), Sri Lanka Standards Institute (SLSI), Industrial Development Board (IDB), National Engineering Research and Development Centre (NERDC) etc. together with the private sector packaging manufacturers specializing in board, corrugated, plastics, metals, glass

PHASE 02

Phase TWO_Educate:

As the project lead representing University of Moratuwa, I am delighted to state that the learning from phase one is contributing towards the second and the third phase of this proposal. As a result this publication is presented to you at the Design Forum - on the 'Innovative packaging for Exports' on the 26th November 2022, at the Design Code 2022- Graduation Design show of the Department of Integrated Design, University of Moratuwa. The Forum is a panel discussion with the following panel members:

Mr. Suresh De Mel
Chairman, Sri Lanka Export Development Board

Mr. Anuradha Jayasinghe
Immediate Past President of the Sri Lanka Institute of Packaging,
Chairman, Advisory Committee for Packaging, Ministry of Industries

Dr. Ajith Pasqual
Senior Lecturer, Department of Electronic and Telecommunication Engineering, University of Moratuwa
President, Sri Lanka Electronics Manufacturers and Exporters Association (SLEMEA)

Mr. Krishna Ravindran
Executive Director at Print Care PLC

Session Moderator,
Dr. Sumanthri Samarawickrama
Senior Lecturer, Department of Integrated Design, University of Moratuwa
Member, Advisory Committee for Packaging Industries sector, Ministry of Industries
Member, Promotion of Local Packaging Products – Working Group for the Inter Agencies, Ministry of Industries

PHASE 03

Phase THREE_ Sustain

The third phase of this proposal is to sustain the learnings of phase one and two. To expand and contribute towards national packaging requirements. It will cater beyond the initial idea of export packaging designs, and cater to local packaging requirements, contribute to post harvest waste management, material innovations, automation in production, transport and logistics, circular economy and build sustainable strategies etc. through research, design and development. The proposed innovation hub at the University will work as a multidisciplinary center under the Faculty of Graduate Studies. It will work as a main contributor to the National Packaging Centre. Its aim is to develop a collaborative platform and a holistic programme/s to sustain and promote the packaging Industry through Research, Design and Development.

The hub will bring the Engineering and Design experts together towards fulfilling packaging requirements through research, design and development. Contribution from several Faculties and Departments at the University of Moratuwa: Mechanical Engineering, Materials, Computer Science, Transport and Logistics, Business will come together towards this initiative. Other than the experts within the university of Moratuwa, we look to experts representing the packaging sector in the private and public sector. Your interest can be brought to us by contacting myself or Dr. Hirushie Karunathilake, Senior Lecturer, Department of Mechanical Engineering, University of Moratuwa.



The hub will contribute towards the dissemination of knowledge at tertiary level education, SME sector in exports and industry (through short course, research etc.), and the society at large. As a result this will contribute to the national strategy of promoting packaging products. With this vision in mind, I sincerely hope we all could collaborate towards the development of uplifting the packaging sector and fulfilling the packaging requirements of Sri Lanka. I thank the Ministry of Industries for this initiation and support. Hope you enjoy the Design Forum on the 'Innovative packaging for Exports' and the Packaging design exhibition space at the Design Code 2022- Graduation show of the Department of Integrated Design, University of Moratuwa.

Dr. Sumanthri Samarawickrama

Project Lead - University of Moratuwa,

Promotion of Local Packaging Products – Working Group for the Inter Agencies, Ministry of Industries

Senior Lecturer, Department of Integrated Design, University of Moratuwa

INTRODUCTION

The book contains 50 innovative packaging solutions. With 24 packaging design solutions for seven small and medium potential exporters of the Sri Lanka Export Development Board (SLEDB) from Spices, Essential Oils & Oleoresins. And 30 packaging design solutions for the craft products of Laksala -National Crafts Boutique. The Designs are completed as final design prototypes by the level III, undergraduates specializing in Media and Communication Design, of the 17 intake and 20 intake of the Bachelor of Design (Hons) Degree Programme conducted by the Department of Integrated Design, University of Moratuwa.

Each Innovative packaging solution presented here has its own story. We invite you to discover the various possibilities explored by the young innovative minds of the University of Moratuwa...

SECTION 01

PACKAGING DESIGN

For Small and Medium Enterprises in Sri Lanka

DEPARTMENT OF INTEGRATED DESIGN

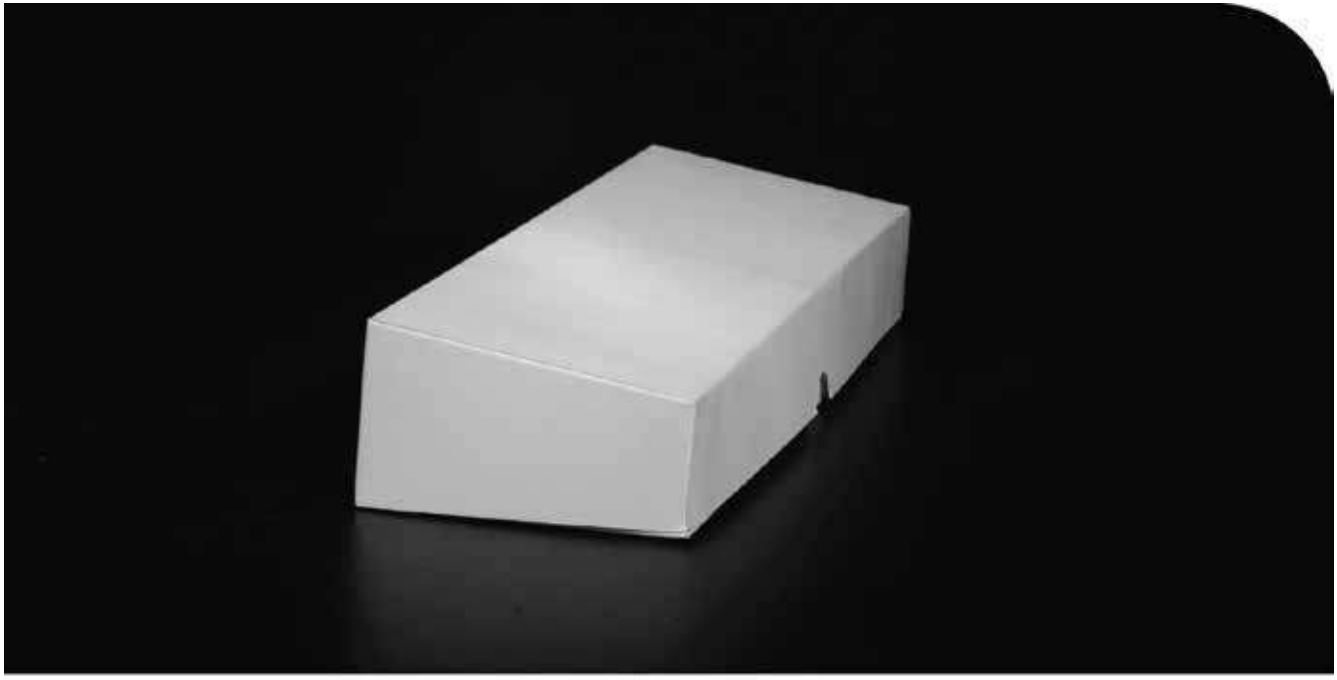
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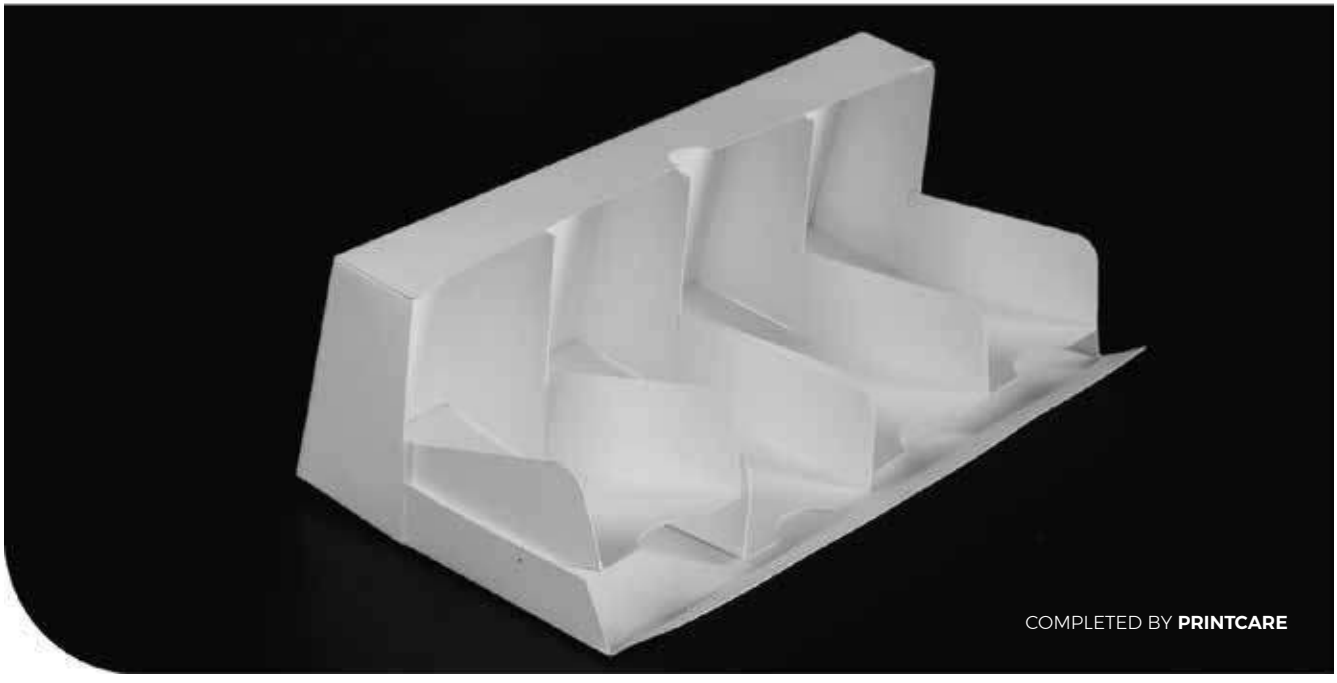
HERB DOCKET

Fitness is a life choice that directs one down the path to happy living. In this, Ayurveda is the most sacred science of life which blends with the magnificent diversity of Mother Nature.
The Herb Docket includes Ceylon "Kathurumurunga" flower tea - Sesbania Grandiflora, which contains myriad medicinal properties for a healthy lifestyle.
The client, Ceylon Healthy Foods, sought a new packaging solution that differed from the regular cuboid form which should be user-friendly for the target audience- people above the age of 50 within the high-end USA market.
The monthly package was designed with the older generation in mind considering the cognitive problems they face with decreasing memory power- a normal condition that afflicts people as they age. Considering the facts, the package was designed by drawing inspiration from the calendar and the functionality of the Pill Box used by the target audience to store medicine, thus helping them to consume the tea daily without fail. The four chambers inside the box represent the four weeks of the month and each includes tea sachets for one week. The final intention of the design was to develop a high end, value-added - user-friendly package for the herbal product that eliminates the difficulties faced by the target audience. This was done by maintaining the simplicity and protection of the product.



Student Designer
Client: Ceylon Healthy Foods
Product: Sesbania grandiflora tea
Package name: Herb Docket
Packaging Type: Partitioned storable package
roomaliwimalasiri.uom@gmail.com | 0770550907





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02 DEW OF THE SEA

The Dew of the Mediterranean Sea, a revered herb throughout the region of its origin, is one that has been passed down through the generations and encompasses a multitude of benefits. This organic rosemary tea is the perfect accompaniment to the popular Mediterranean diet, and has been established as a high-end luxury product targeting women residing in Germany who are between the ages of 30 to 40 transitioning toward healthier, organic lifestyles.

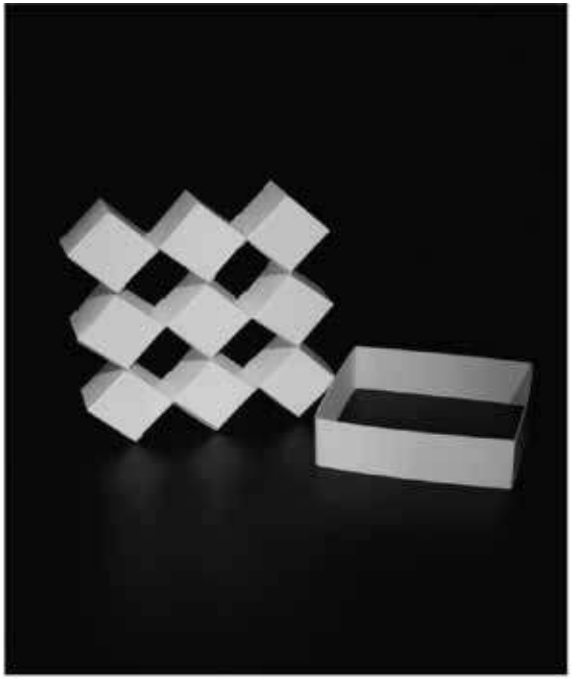
Initially, although Kavum Kokis requested an assortment of herbs that were directed at a high-end market in Europe, subsequent research exposed the potential of the selected market in Germany. This proved to be a more strategic approach to promote the client's herbs in the form of an organic rosemary infused tea that would benefit the Mediterranean diet, which is becoming increasingly popular in the region.

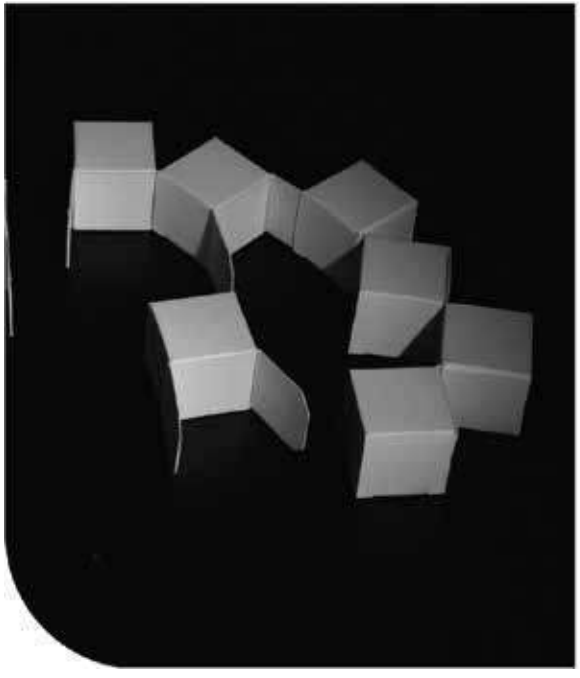
Inspired by the ancient art of Origami, which originates from the far East in Japan, an innovative and sustainable packaging experience was born, complete with a mechanism that allows it to change its original form. This package can be deconstructed and reconstructed over again, and includes 9 premium blends of organic rosemary- infused tea that can even be shared with loved ones on 9 different occasions. The combination of two heritages stemming from two regions brimming with such rich cultures gives life to the product, and has paved the way for the inspiration behind this package. The user is thus able to enjoy new methods of stacking and storage.



JERUSHA PERERA

Student Designer
Client: Kavum Kokis
Product: Rosemary tea
Package name: The Dew of the sea
Package type: Assembly origami packaging
jerushap1999@gmail.Com | 0765321871







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03

ROUTINIZER

Bael is an all-round, routine creator carrying the package name- Routinizer . Using almost all parts of the Bael tree, it possesses the medicinal power to heal many diseases in the human body. As such, “Beli Gata Madha”, which means Dried Bael Fruit, is good for diseases that occur in the digestive system and also allows for mental relaxation.
Bael Heal Tea is made out of dehydrated raw Bael fruits and this package consists of twelve pyramid tea bags which are to be used as a monthly intake (three bags per week). The target audience of this product are Australians around 30-40 years of age who follow daily routines to maintain healthy lives.
The packaging is designed as an organizer so that it helps its user to maintain their routine. After use, this two-tiered package can be reused for other purposes. Both primary and secondary packaging are designed to afford a sense of relaxation that accompanies proper organization. Because of the package size, it can be utilized when traveling as well. The shape of the package has been conceptualized by considering the security of the products when storing and stacking. The packaging was further influenced by the client’s requirement in communicating their information (their story and standards) to the consumer.



AYODHYA SENARATHNA
Student Designer
Client: Sehani Desheeya Oushada Pvt. Ltd.
Product: Bael Tea
Package name: Routinizer
Package Type: Two-Storey Reusable Package
senarathnedulmini@gmail.com | 0719570068







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04

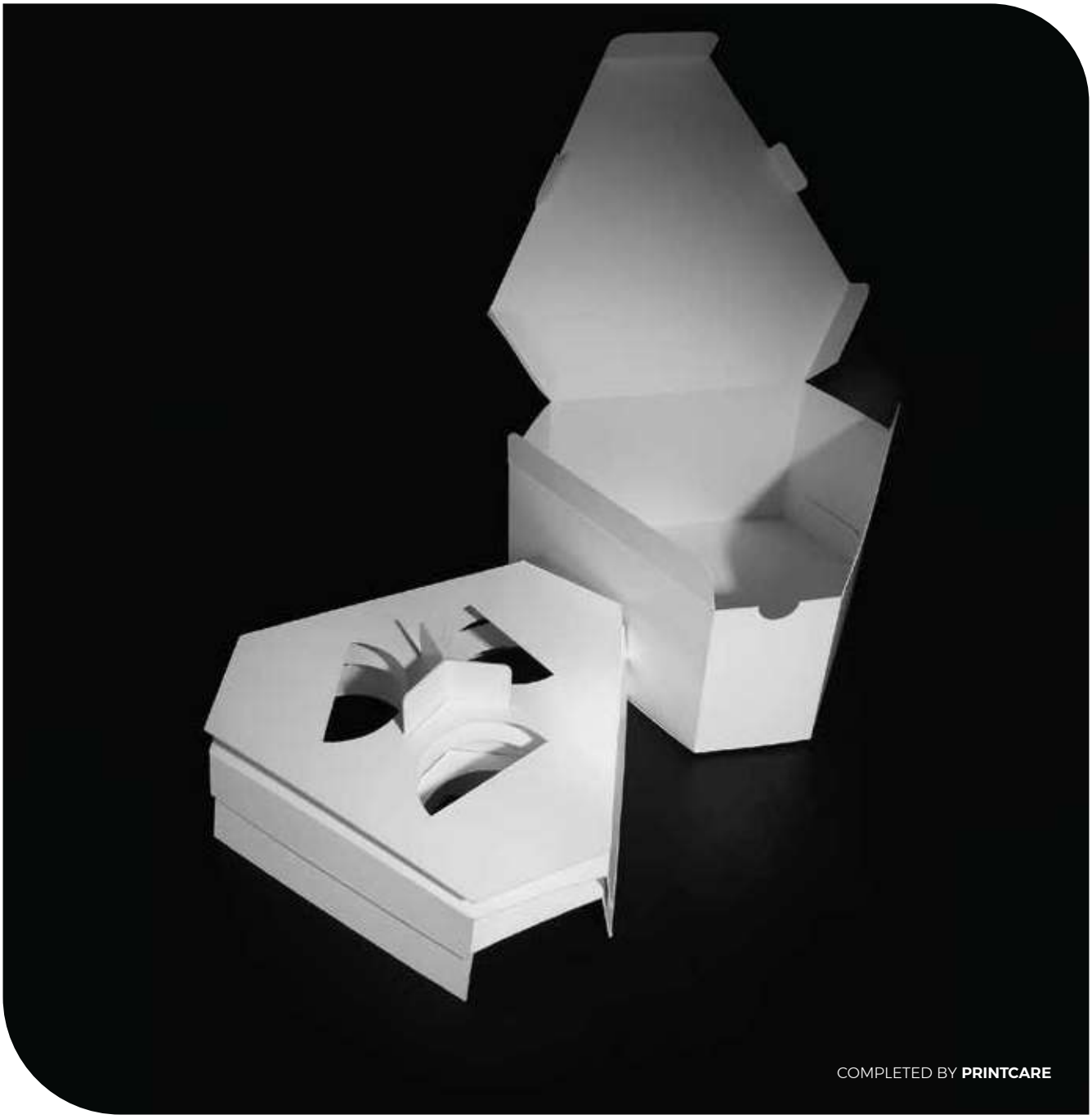
BIXCUP

"Bixcup" produces edible bowls and spoons which one can both use and eat. Since these edible bowls and spoons are fragile, the packaging was designed to protect them from breaking during storage or transport.
The designed packaging can hold 6 edible bowls and spoons which are sufficient for one family in the Gulf countries. The unique, modern package with a distinctive ditrigonal shape stands out from other competitive brands. Adding an innovative element to this package, is a serving tray which reduces the breakage of the edible bowls and spoons during storage or transportation.



DESHANI ARIYATHILAKE

Student Designer
Client: Waffle Boy
Product: Edible Cutlery
Product name: Bixcup
Package type: Servable package
deshaniariyathilake@gmail.com | 0771897206


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05

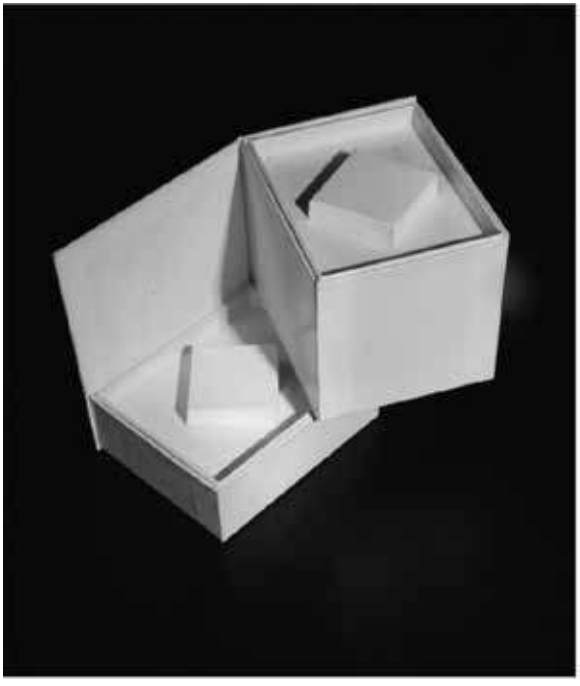
TWO AS ONE

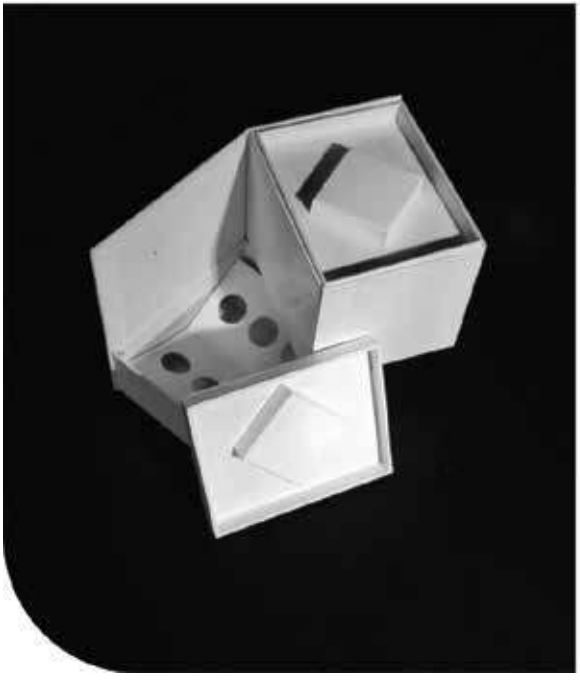
Bael is a fruit that grows in abundance in the Indian sub-continent and Sri Lanka. In both countries, almost every part of the tree is valued for its medicinal properties.Beli Gata Madha' is a drink that promotes good health and it is made by drying baby Bael fruit pieces. The packaging for this product named, "Two as One" has two sections. One comprises the tea bags with Bael powder and the other comprises jaggery palm. Both these ingredients have been included in the pack to provide the real flavor of Bael drinks to the customer along with jaggery. As the client company preferred the high-end market, a simple and bulky design was used for the packaging. The cube shape has proven useful in the transportation and storage process. Divided double sides of the box allow for a unique emotional engagement during utilization than a normal packaging experience would.
The package is reusable. After using all the 12 tea bags and jaggery pieces, consumers can utilize these boxes to store anything that suits its size.



WISHWA RAMANAYAKA

Student Designer
Client: Shehani Deshiya Oushadha
Product: Dried Bael powder
Product name: Two as one
Package type: Separable, two-storeyed reusable package
ramanayakvishwa@gmail.com | 0769217622







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06

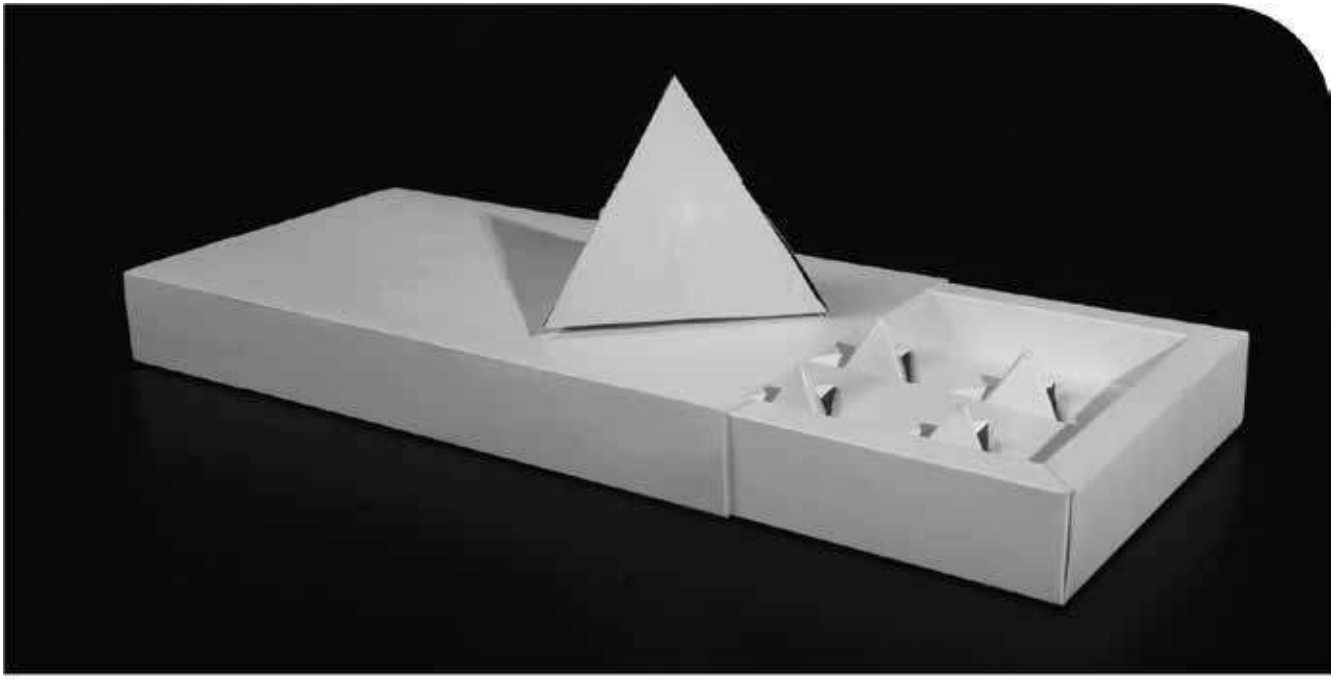
CINNAMUM

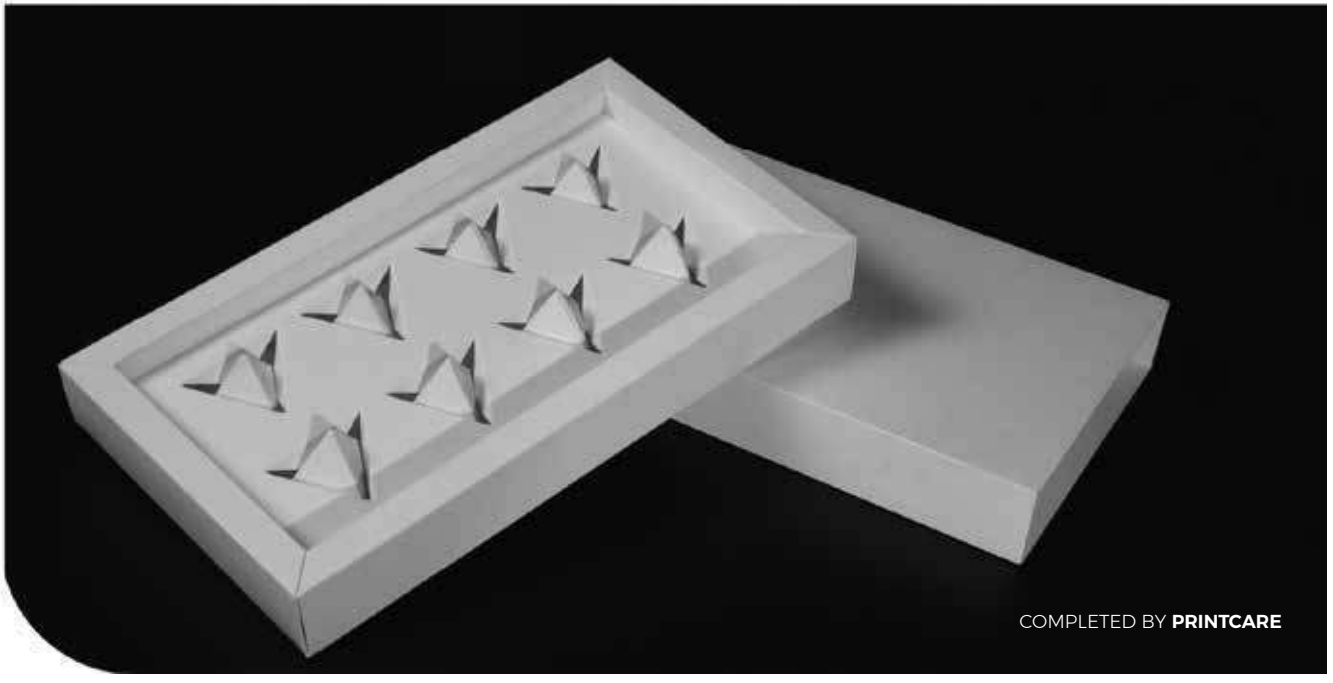
The best Cinnamon in the world deserves world-class packaging. The goal of this product is to take Sri Lankan Cinnamon and provide it to the higher end of the market in the UK. This package includes carefully sorted and assorted disposable, craft tea bags to make a perfect cup of cinnamon tea every time. The outer package slides out revealing the triangular pyramids of primary packaging. The package inside is specifically designed to allow the brewing of cinnamon tea, to be easy, fast and as smooth as possible. You simply put the pyramid over a cup of warm water or tea and unravel it by dipping the coconut fiber sphere in order to let the cinnamon permeate the tea.



RENUKA DISANAYAKA

Student Designer
Client: Helabima Foods
Product: Cinnamon Tea
Package Name: Cinnamum
Package Type: Woven Disposable Craft Tea Bag
renukah99@gmail.com | 0716474603




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07

CANNALLE

The finest cinnamon on earth reaches the customer as a gift pack with the purpose of adding beauty and wellness to life. This is a high-end gift box package that includes Pure Ceylon Cinnamon Quills, Cinnamon Powder, Cinnamon Oil, and Bees' honey.

While the client's request was for a package to export Cinnamon Quills, an innovative concept idea resulted in a wooden gift package. This gift pack was made for the high-end, Europe, and USA markets using quality packaging materials among which, genuine Pine Wood is the main substance used due to the fact that it carries less weight. The product comes with drawers and a mirror to deliver a luxurious look.



NIKITH FERNANDO

Student Designer
Client: Eco - Wave
Product: Cinnamon quills, powder, oil and bee honey
Package Name: Cannalle
Package Type: Wooden drawer box covered with leather
nikithfrenando1999@gmail.com | 0769912149



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08

CHUR-HANDY

The “Chur-Handy” is an innovative packaging solution designed for the Export Market, ensuring the protection of both the product and environment, also contributing to the future of the Nature-Friendly Food Packaging Industry. “Chur-Handy” is a reusable on-the-go package which consists of 8 pieces including 5 packs (primary packaging) and outer coverage, lid and tray (secondary packaging).The “Chur-Handy” is presented as a handy package due to its human ergonomically-fitted scale. A hexagonal structure was used to facilitate easy transport for export as it improves the stability of the product resulting in a higher load-bearing capacity than traditional square packaging. Thus, a hexagon is the shape that best fills a plane with equal size units and leaves no wasted space.The “hexagonal” shape of the packaging has been inspired by the segments on pineapple skin. “Chur-Handy” is completely made out of recyclable paper boards to enhance its value as an eco-friendly pack. After use, the packaging can be reused for other purposes as well.The product is promoted as a high-end luxury product to youth in New Zealand, who are passionate about a healthy lifestyle).



THARUSHIKA DE SILVA

Student Designer
Client: Lak Nature International
Product: Dehydrated Fruits
Package Name: Chur-Handy
Package type: Reusable on-the-go package
tharushika.silva@gmail.com | 0769394442







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09

THE ECO-PACK

'The Eco-pack,' is an innovative packaging solution conceptualized through research to position pure Ceylon Black Pepper in the German Organic Market. It has been designed to ensure the protection of both the product and the environment and contribute to the future of Sri Lanka's nature-friendly Packaging Industry. The smartly-designed structure of the package effectively cushions the two bottles containing the pepper well against force, preventing any damages to the product. It is completely made from recyclable boards with minimum use of adhesives contributing towards a smooth recycling process. This also facilitates a simple recycling routine for potential users who can organize all the components, binding them with a band and then disposing of the empty package.

Following a new approach that caters to the client's request to meet the demands of the European market, the product is targeted at women in Germany between the ages of 18-30, who are moving towards an organic healthy lifestyle.Packaging can bring a product to life. Thus, 'The Eco-pack' offers a unique unboxing experience to users, who will appreciate its value as 'expressive art'.



DULANJALA ALUTHGE

Student Designer
Client: Kavum Kokis
Product: Black Pepper
Package name: The Eco-pack
Package type: Dismantling packaging
dulanjalaaluthge@gmail.com | 0714231013







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10

COZY

The Pure Ceylon Cinnamon Candle is the perfect beneficial aromatherapy treatment. Cinnamon Candles are generally scented with Cinnamon Essential Oil, which is usually extracted from the bark of Ceylon Cinnamon. It is a high-end luxury product aimed at women in the UK between the ages of 25 and 50 who are switching to healthier lives.
For a high-end market in the United States and Europe, Ecowave initially asked for a variety of Ceylon Cinnamon Sticks. But after further research, it became clear that promoting cinnamon in the form of a Cinnamon Candle, which would aid boost cognitive function after inhaling its aroma, would be a more effective way to target the potential UK market.
Based on the concept of COZY·, the package affords a feeling of comfort, warmth, and relaxation once opened. The opening and closing process has been designed to be enjoyed. As such, Palmyra palm leaf weaving has been used to give an authentic feel to the product, while also providing substantial padding when the candle is inside. Furthermore, the pure aroma of cinnamon is well sealed by bamboo.



IMASHA ALWIS WEERASINGHE

Student Designer
Client: Ecowave
Product: Cinnamon Candle
Package Name: COZY
Package Type: Repurposable Container
Imashaweerasinghe37@gmail.com | 0715698723



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11

SPICEBEAT

The package for this product was specially made with the concept of the battery in mind to replicate a feeling of energy and revitalization to the targeted German customers. This encourages the customer to adopt a healthy lifestyle at an early age by following a healthy diet that comprises wholesome herbs. Furthermore, the package has been made in its rectangular shape to make stacking easier.
The 4 herbs inside the bottle- thyme, oregano, cumin, and rosemary are soulfully grown by the client in Sri Lanka with the help of local farmers. Thus, the packaging consists of windows that display the product inside and provides evidence to the customer of the high quality herbs housed within. In addition, the placement of the bottle containing the product within the package provides a cushioning that protects it from breakage.



DASUNIKA KURUPPUARACHCHI

Student Designer
Client: Kavum Kokis
Product: Herbs (Thyme, Rosemary, Cumin, Oregano)
Package Name: Spicebeat
Package Type: Disposable package
datzu29@gmail.com | 0769217622


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12

PERPETUAL YOUTH

The requirement of Sehani Deshiya Oushada Pvt.Ltd was to develop a new packaging solution that would suit the high-end market and work in any country; however, based on research this was later narrowed down to the high-end Australian market.
The general box packaging was the initial inspiration, but the aim was to go beyond this. So, the package was designed with three separate lockers that can be opened from the edge of the box. The user can then see the three flavours of the tea in the pack.
The company produces all of its products via a 100% eco-friendly method that utilizes Kohomba wood which is long-lasting and dispels bugs. The package design alone is a value addition to the product.

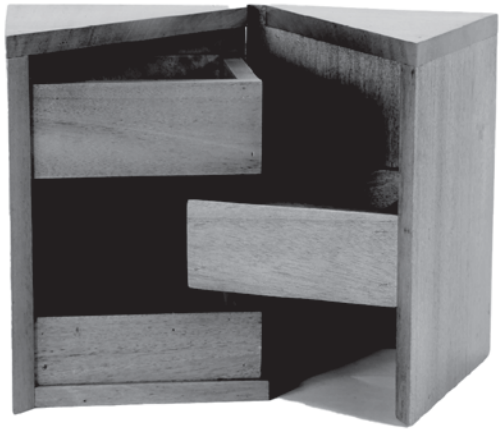


DAYANI PREMARATHNA

Student Designer

Client: Sehani Deshiya Oushada
Product: Bael tea
Package name: Perpetual Youth
Package Type: Reusable, three storeyed wooden box package

dayanipremarathna9@gmail.com | 0702524582







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13

LIMIT

The Dehydrated Mixed Fruits product by Lak Nature International is to be exported to South Korea and the packaging solution is targeted towards consumers between the ages of 30 to 50 in the middle-end market. This package has a cylindrical structure and is made with bamboo material as it was inspired by the bamboo tree, which is an iconic and cultural element in this market. The structure can hold 650g and it has a mechanism to separate approximately a serving size of 80g when rotating the lower part within the hole. This form affords comfort to the user with the package being eco-friendly, sustainable, reusable and consisting of multifunctional qualities.



DILEEPA SANDARUWAN GUNATHILAKA

Student Designer
Client: Lak nature international
Product: dehydrated mix fruits
Package Name: Limit
Package Type: Portionizable package
dileepasandaruwan98222@gmail.com | 0716785662







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14

GIFTING BLISS

The Waffle Boy 'Edible Cutlery Ramadan Special Family Pack' might just be one of the most wonderful gift experiences during the Ramadan season. The package is inspired by traditional Ramadan lanterns. Value addition and reusability makes it unique and aesthetically pleasing. It can be used as a lantern after tasting the edible cutlery. 8 Tartlets can be stored in the package and the dome-shaped lid is to store spoons. Considering the fragility of the product, the package is designed with cushioning systems and the hexagonal prism shape also protects its content. In addition, the flat end of the lid makes it easy to stack.



UDARI MANGALA GUNAWARDHANA

Student Designer
Client: Waffle Boy
Product: Edible Cutlery
Package Name: Gifting Bliss
Package Type: Gift Pack as a repurposable lantern
udarimg103@gmail.com | 0771873491



COMPLETED BY **PRINTCARE**

15

SPRINKLE & SPLASH

Helabima Foods Pvt Ltd., being one of the famous enterprises in the Seasoning Industry, targets the high-end UK market focusing on food connoisseurs between the ages of 18 to 50. Their intention is to efficiently sustain exports. So the Sprinkle n' Splash package is designed with an attractive geometric shape to fit in the consumer's hand while offering the feel of a scraped cinnamon bark. The value-added, innovative package comes in the form of a dispenser mechanism with two different sizes of piercings of large and small in order to 'sprinkle and splash' cinnamon as each recipe requires a different amount of cinnamon powder.

Sprinkle n' Splash can be repurposed into salt & pepper containers after use or used as an ornamental piece because of its unique shape, thus making the package sustainable. It is noteworthy that the design of the package gives a minimalistic yet a high-end finish to the spice shelf.



AZKA MUSADIK

Student Designer
Client: Helabima
Product: Cinnamon powder
Package Name: Sprinkle & Splash
Package Type: Refilling package
azkamusadik@gmail.com | 0775712844







COMPLETED BY **PRINTCARE**

16

DIVINITY

Sehani Desheeya Ousadha (SDO) is an award-winning Sri Lankan company that takes much pride in their 100% eco-friendly process and employment opportunities that empower the community. Their requirement was a package that could deliver the story behind their product- the popular raw Bael Fruit Herbal Drink- as well as that of the company. The package is therefore, designed for the high-end Australian market and for authentic tea lovers.

The secondary package made from finest Mahogany wood, embellished with beautiful patterns of traditional Sri Lankan art and the tertiary package made from corrugated board are both designed for practicality, long-lasting storage, easier stacking, and to allow for an authentic high-end feel. The packaging is also highly repurposable.



NETHMA METTANANDA
Student Designer
Client: Sehani Desheeya Ousadha
Product: Raw Bael fruit Tea
Package Name: Divinity
Package Type: Eco-friendly Repurpose container
nethmamettananda@gmail.com | 0765444722







COMPLETED BY **ROSHAN FURNITURE**

17

FRUITZVILLE

Designed to target those between the ages of 25 and 60 in the Japanese high-end market who crave a healthy lifestyle, the packaging for Lak Nature International's Dehydrated Fruits is a combination of hexagon and triangle shapes. This is in order to give the package a rich look, while the added three frames consisting of weaving mats is inspired by Japanese culture. This package uses wood material incorporating the weaving techniques of Sri lankan craftsmen to contain 250g of the product. It has been made according to sustainable, reusable and eco-friendly concepts considering the protection of the environment.



TRISHA DE ZILVA

Student Designer
Client: Lak nature international
Product: Dehydrated Fruits
Package Name: Fruitzville
Package Type: Repurpose container
trisha.zilva@gmail.com | 0752058950



COMPLETED BY **NATIONAL DESIGN CENTER**

18

SEVEN TO SEVEN

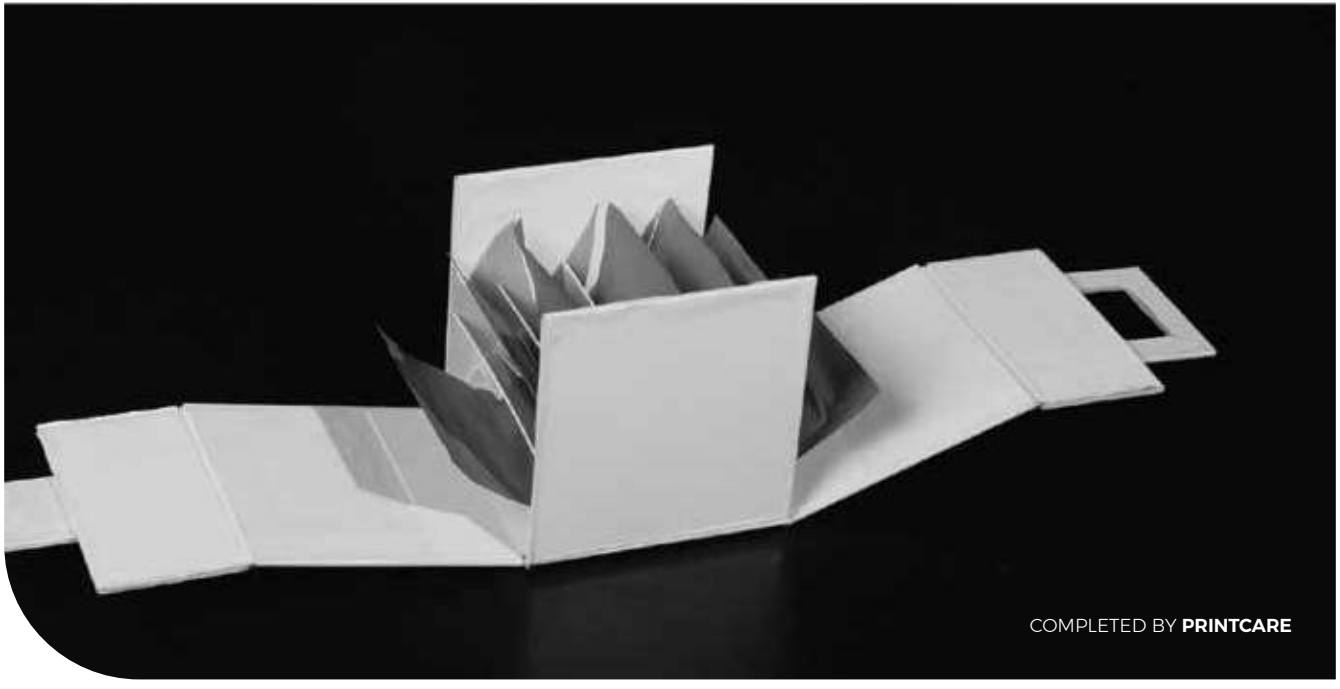
The request of the client, Healthy Foods Lanka, was a packaging solution for their new tea product made with the Dehydrated Powder of Sesbania Grandiflora Flower which is generally known as "Kathurumurunga" in the local context.
This product comes in sachets so the package is designed as a weekly pack, which includes 7 sachets, and it is produced with the intention of catering to those aged above 50 in the USA. The package gives an innovative feel when it is opened and the 7 separators in the package aids the user to work in an orderly manner. As it has a simple locking system, it is extremely user- friendly.



NADEERA SIRIWARDENA

Student Designer
Client: Healthy Foods Lanka Exports Pvt. Ltd.
Product: Powder of dehydrated Sesbania grandiflora flowers
Package Name: 7 to 7
Package Type: Innovative User-friendly Weekly Pack
nadeerasiriwardena07@gmail.com | 0717862464





COMPLETED BY **PRINTCARE**

19

ALBA

Ceylon Alba Cinnamon is the thinnest, finest cinnamon grade in the Cinnamon Stick group that gives the top-quality taste of Ceylon Cinnamon. The preparation of these involves a combination of art and skill unique to Ceylon. However, even for experienced generational peelers, making extremely thin Alba cinnamon is profitless because the market has not differentiated the Alba-graded cinnamon from other cinnamon substitutes.
This packaging design creates a whole new image for Alba-graded Ceylon Cinnamon Quills to enter the German Luxury market that consumes about 75% cassia (the main competitor of Ceylon cinnamon). Because it is to be used in luxurious bars (Bartender tables) and on tea tables as an ingredient for drinks, the intention of making this design in this shape was to use it as a display unit while using the product.



IMALKA SEWWANDI

Student Designer
Client: Ecowave
Product: Organic Alba graded ceylon cinnamon quills
Package Name: ALBA
Package Type: Displayable package
imalkasewwandi1805@gmail.com | 0774769283







COMPLETED BY **PRINTCARE**

20

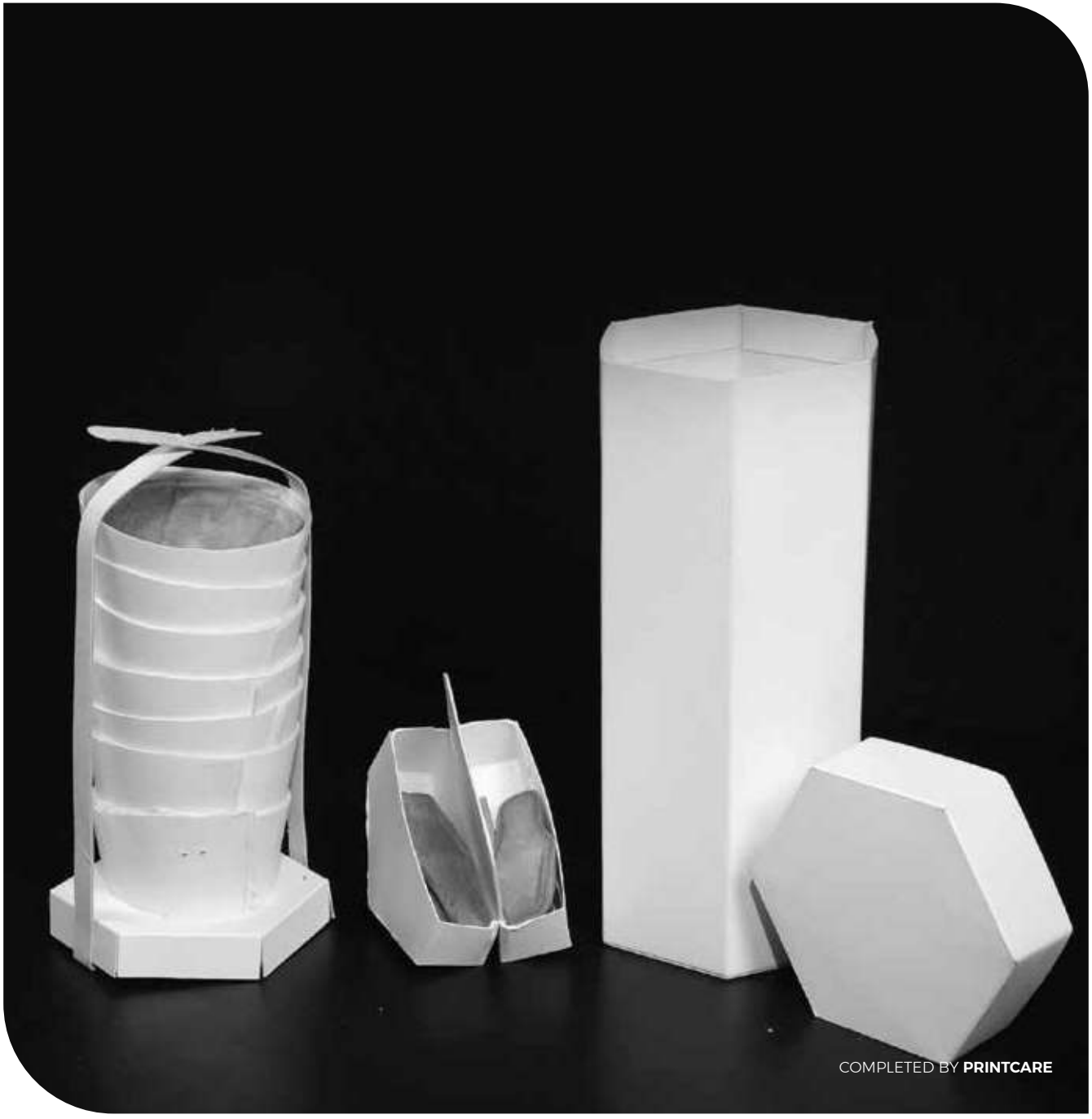
CRUNCH CUP

This hexagonal-shaped 'Waffle Cup' packaging is designed considering the protection of the fragile product for the client- Waffle Boy Company. It consists of a separate container which has an innovative opening to access edible spoons. Furthermore, included in the packaging is an inventive pulling-up technique to extract the waffle cups without damaging them.This new user experience is a Value Addition to the product, which sees its Unique Selling Point as being eco-friendly. The package contains 8 cups, considering the average family size of the target exporting countries in the Gulf Region, mainly the UAE.



CHIRANI NILAKNA

Student Designer
Client: Waffle Boy
Product: Edible Waffle Cups
Package Name: Crunch cup
Package Type: Reusable Package
chiraninilakna@gmail.com | 0771808280


COMPLETED BY **PRINTCARE**

21

MERRYTTERRANEAN

Chole Ceylonika may be regarded as a Small to Medium-sized Enterprise (SME), but they aim to transcend that label and develop into one of Sri Lanka's top Spice Companies. They want to tell the story of the organic Mediterranean herbs by creating a product that caters to the high-end market of Germany. The hexagonal tiles that first appeared in Mediterranean countries like Spain, Italy, and Morocco in the 17th century served as the structural model for the 24-day "Merryterranean" package. While graphics plays a significant role in bringing the story to light the structure itself has hints of the Mediterranean hidden beneath the surface which makes it a value addition to the packaging.



NETHMI JAYAKODY

Student Designer

Client: Kavum Kokis/ Chole Ceylonika (new brand name)
Product: Mediterranean herbs (oregano,Bay leaves, thyme and rosemary)
nethmiashinka@gmail.com | 0718533343







COMPLETED BY **PRINTCARE**

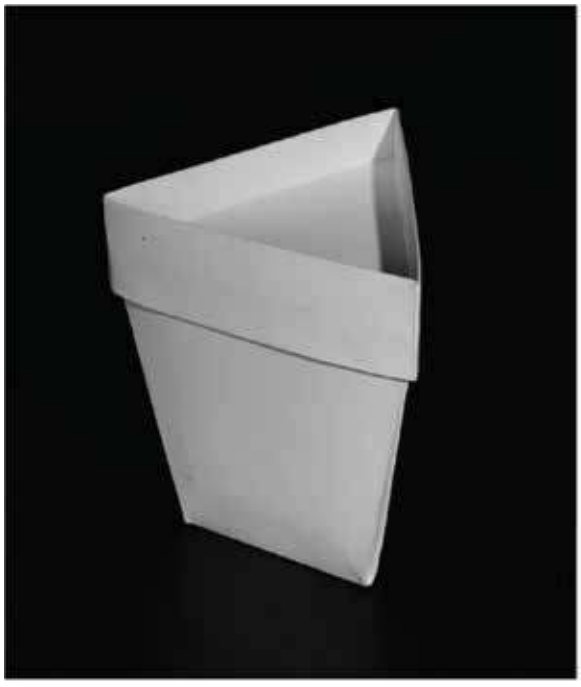
22

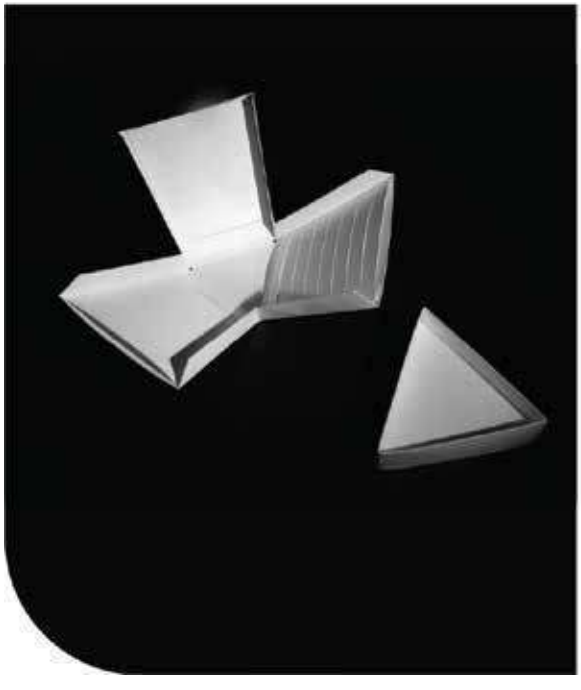
TRANQUILI -TEA

The package designs for tea in Sri Lanka holds a prominent place in the international market with its value-added graphics and surface embellishments. The selected product for the client for exports is the Sesbania Grandiflora Flower Tea, which has been introduced as a new product to the existing product range as the exporting destination consists of diabetes patients.
The target audience of the package are the USA citizens in the age range of 30-40, who practise yoga and visit yoga retreat centers during their vacation. The Unique Selling Point of the package is that it consists of a triangular shape that derives from the basic yoga pose, which supports its stackability when exporting. The package includes 21 tea sachet packets that would be sufficient for 21 days as it takes 21 days for a person to master a yoga pose. The decision to include 21 tea bags evolved with the inspiration of the 3 Mandalas and the seven Chakras in yoga, in which the multiplication makes 21 a significant number. This aspect also helps the consumer to inculcate the habit of consuming Grandiflora Tea to improve their health benefits. The packaging is unique in its convertible and flexible nature as it supports displaying in the supermarket aisles and also allows for placement on dining tables to consume the product as an appetizer.



HARSHANEE PERERA
Student Designer
Client: Healthy Foods Lanka Exports pvt. ltd.
Product: Sesbania Grandiflora (Kathuru Murunga) flower tea
Package Name: tranquili -tea
Package Type: Convertible, displayable and repurposable package
harshaneeperera@gmail.com | 0766404499







COMPLETED BY **PRINTCARE**

23

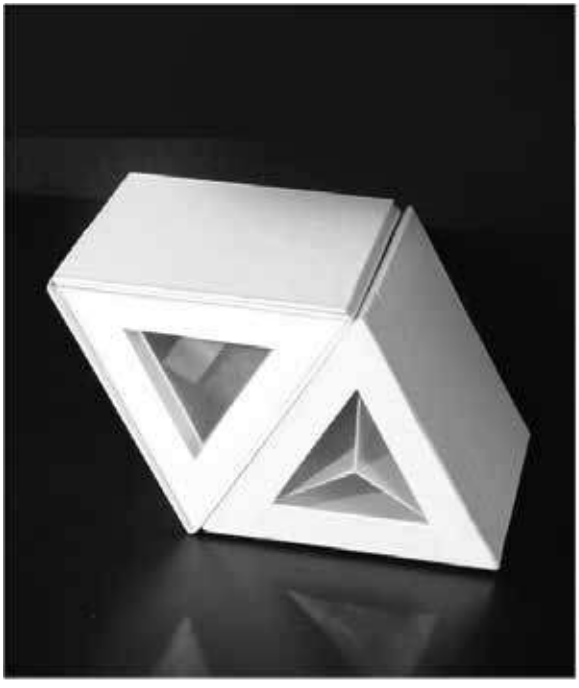
CEYNAMON

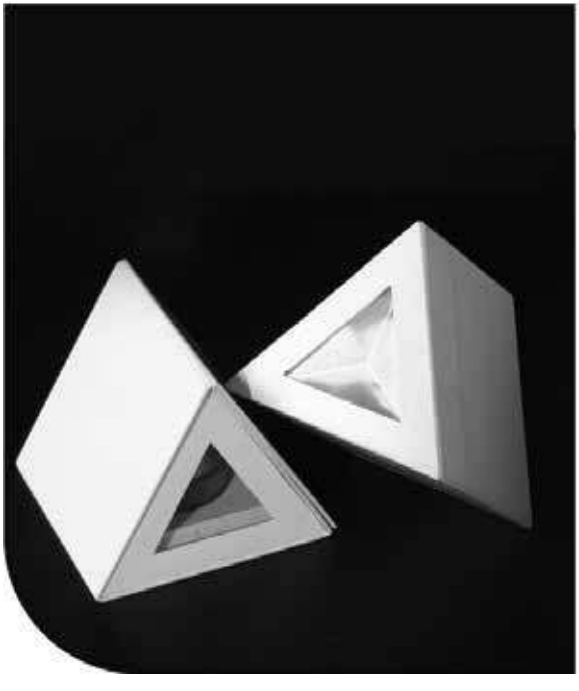
Helabima (Pvt) Ltd. is one of the premier Spice Manufacturers in the market and "Ceynamon" is exported to the UK as both Cinnamon Powder and Sticks. "Ceynamon" is purely Sri Lankan, made with the highest quality and fully natural cinnamon which targets high-end markets between the ages of 18-50.
The packaging consists of cinnamon flavors in both powders and sticks. The Value Addition of this package is that it will provide its user with a 'Cinnamon Plan' for four weeks. Also the shape of the packaging is more robust for the cinnamon powder bottle and the cinnamon stick stack. The platform of the package keeps the glass bottle completely safe, and the stick triangular package is divided into 3 parts for easy stacking of the cinnamon sticks. The innovative design is the unique triangular shape which is reusable and sustainable and can be used as an ornament or a spice box. Among all the traditional box-shaped packaging, Ceynamon's triangular package that boasts a luxurious finish will attract the eye of the consumer.



SAMADHI KUDAMAGE

Student Designer
Client: Helabima Foods
Product: cinnamon
Package Name: Ceynamon
Package Type: repurposable container
Sumudu.samadhi@gmail.com | 0764466745







COMPLETED BY **PRINTCARE**

24

CEYLONIA

Eco wave is a company whose main business is Spice Exports. Adding Cinnamon to its product range with the high-end European market in mind, the company wished to acquire an innovative, sustainable package design for cinnamon sticks, which they used in tea. Since the target market used cinnamon sticks in tea as a means of weight loss, a package was needed for this specific market.As such, a 30-stick pack of cinnamon was designed with two sets of 15 cinnamon sticks, each stick being 2.5 inches. The new package is completely air-tight and helps preserve the aroma and freshness of the product. The size of the package makes it easier in handling, making it more convenient in terms of user mobility.



THIMIRA VIRAJ

Student Designer

Client: eco waves
Product: cinnamon sticks
Package Type: Convertible, displayable container

darkviraj98@gmail.com | 0701810614







COMPLETED BY **PRINTCARE**

SECTION 02

PACKAGING DESIGN

For local craft items in collaboration with Laksala.

25

CANE ORNAMENTAL ELEPHANT

The package design solution was reached with a focus on Value Addition to the product. Value Addition can be defined as the additional features or the economic values that a company adds to its products and services before offering them to customers and consumers.

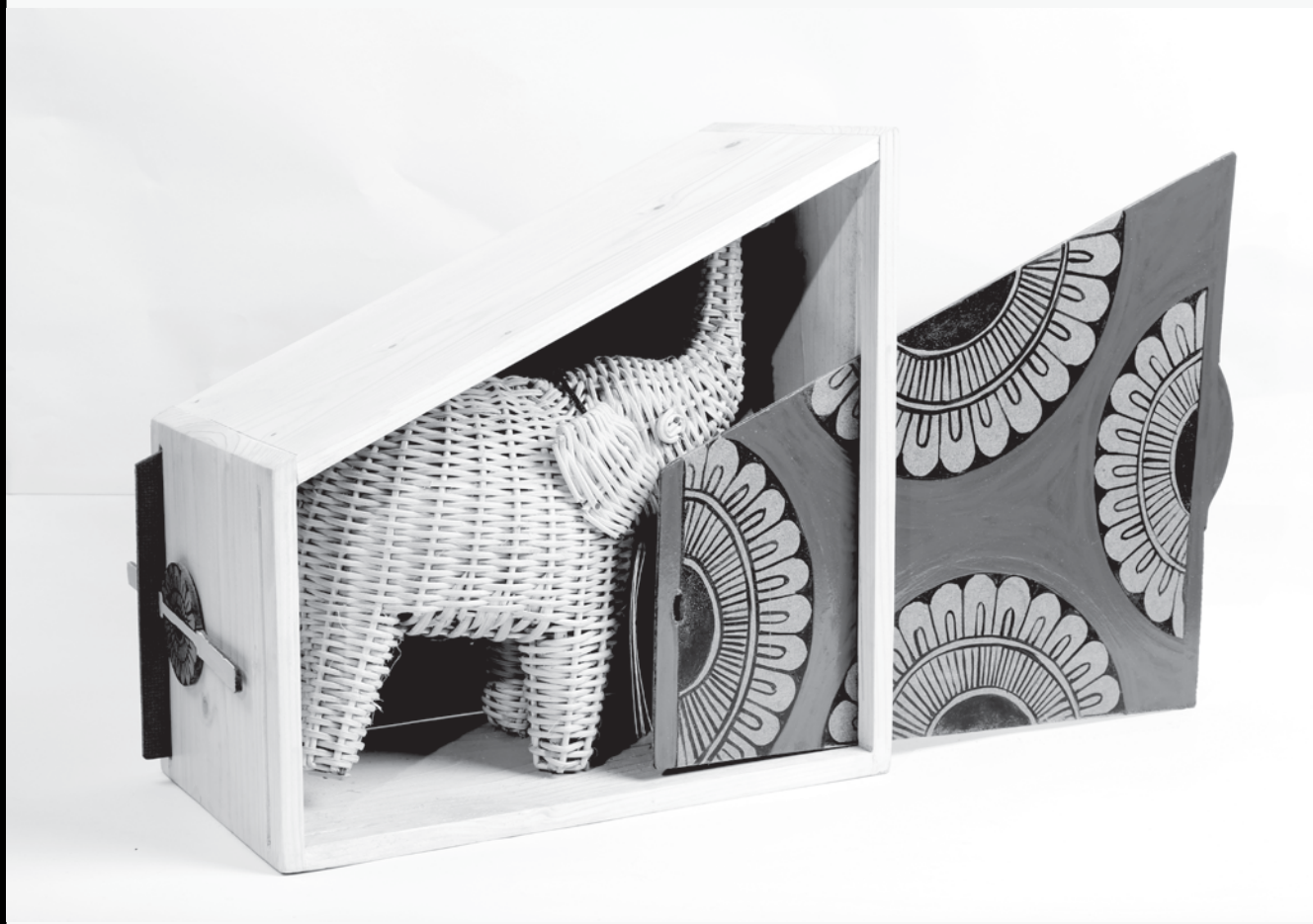
This packaging design solution has been created to add value to an ornamental elephant made out of cane. This has been done through form, material, and surface graphics. The graphics and the forms have been created based on the concept of the design which is the 'Serendib Vesture'. It was created with the recollection of stories related to the Sri Lankan elephant. Form and graphics are inspired by the Sri Lankan elephant's clothing that can be seen in local processions. Abstract looks have been added to the elephant's clothing through the form and structure.

The package is a wooden box which is fully covered with traditional floral patterns on the outer side. As the product is made out of cane, the wooden box has the ability to protect the craft from unwanted pressure that occurs in handling and transportation.



ERANGI SENEVIRATHNA

Student Designer
Craft: Cane Ornamental Elephant
Craft Category: Cane and bamboo crafts
Craftsman: Mr. Kumaranayake



26

BRASS JEWELRY BOX

This Brass Jewelry Box is an exclusive authentic product from Sri Lanka. It represents the qualified craftsmanship preserved and passed down through generations. The package appears to fit the patterns and traditional Sri Lankan motifs, making it a valuable gift.
The product is popular among international markets such as Japan, UK and China. The design has incorporated the value of the gift-giving culture through the value addition of Agra, which would provide protection against tarnishing- something that occurs with brass when it is exposed to Oxygen. As such, the most important function of the package is the protection and the upholding of the aesthetic values of the product. Agra, which lends 'personality' to the product, also reflects our dying culture.
With this package, the product can be sold to the consumer at an effective price than the expected price point of the craftsperson.



HANSIKA ERANDATHI

Student Designer

Craft: Brass jewelry box
Craft Category: Brassware products
Craftsman: M.A. Ariyarathne from Hapuwida Brass Center



27

AYURVEDIC REED SLIPPER

The project concept is to highlight natural values like texture, patterns, feel, and colors of the product through the packaging design and to show the contrasts of the natural values of the product. In this design process, the objective was to design packaging that showed the values of the product through its packaging which is 100% eco-friendly and sustainable.

The main purpose of a packaging design, which is to protect the slippers, has also been considered along with the form, structure, material and function. The Unique Selling Point of this slipper is its reed texture, and the reed-textured sole. The best way to show the slipper and its texture is using a hanger as its packaging. The hanger design was done in a way to achieve the requirements of displaying, stacking, and ease of carrying. Craft Board was used to address the eco-friendly, cost-friendly and sustainability factors. Utilizing this material also makes the hanger lightweight but strong enough to hold the weight of the pair of slippers. A box is designed for the hanger to protect the slippers from external forces and to stop the unnecessary folding of the slipper straps. This box will help users to stock the slippers without crushing the straps when traveling anywhere. When designing the graphics, the texture of the reed was projected on the packaging through embossing effects to give the touch and feel of the slipper sole texture on the hanger and box design.



SATHIRA RAVIN PERERA
Student Designer
Craft: Ayurvedic reed slipper
Craft Category: Clinical product
Craftsman: By Sena Eco, under Mr. Mahinda Edirisooriya supervision



28

EARTHENWARE WATER BOTTLE

Made by some of the finest craftsmen in Sri Lanka, Earthenware is a shock-sensitive product category. The product is a clay vessel inspired by the concept of the 'kalagediya' or clay pot which is part of the traditional Sri Lankan household, but in contemporary form.
This packaging design was mainly approached with the aim of addressing the protective aspect of the product and other aspects such as Value Addition and Sustainability. The primary packaging solution was built by focusing on each and every detail of the product from the fragility points and product qualities to achieve shock resistance, vibration resistance and scratch resistance through the material and method. Using sustainable materials, the form development was inspired by the 'Labu Kataya' concept of transportability and the visual concept of "Integrating the modern design content with traditional factors". This package design anticipates introducing the knotting techniques to build a shock absorbing packaging for the Pottery Industry, experimenting with sustainable materials such as Jute and Yarn waste.



NIRASHA HERATH

Student Designer

Craft: Earthenware Water Bottle
Craft Category: Clay products
Craftsman: D. Sarath Kulathunga, pottery master of Sarana Clay products



29

BATIK BEACH DRESS

This packaging allows the craftsperson to project a premium-quality feel that is in keeping with the high quality of his product. It has been designed for easy transportation and is efficient due to its stackability. The outer packaging protects the beach dress from being crumpled. The inner packaging helps to maintain both the freshness and the aroma of the product.

The user can either tear away the inner packaging or remove it slowly and this will take the user through a longer unboxing journey. Within the inner packaging, the user can find important information about the beach dress, such as the quality of the material and the craftsperson, the instructions for use and facts such as wearing suggestions. It is also easy to view the product through the package as consumers today are attracted to certain patterns. It is much easier to take out the beach dress with the wider surface area which can be opened as a lid. The package comes in black, covered in white patterns to make it look more diluted with the branding of Laksala.



S.S.S DISSANAYAKE

Student Designer

Craft: Batik beach dress
Craft category: Bathik
Craftsman: Gihan Samarasekara



30

COCONUT SHELL CRAFTS OF “LOARD GANESH”

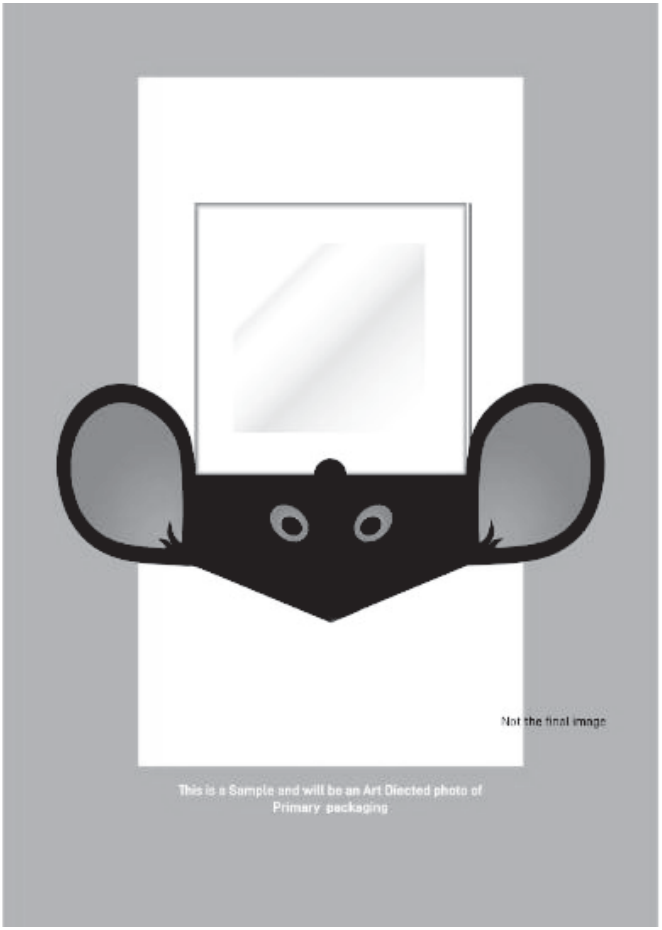
The existing package of the craft consisted of a polyethylene cover, which affected the uniqueness of the product. The target audience of the product is Indian children due to their cultural and religious background that is connected with Lord Ganesh. As such, it was identified that a new package was necessary to convey the value of the product to the target audience. Thus the new concept of the package has been defined through the phrase, ‘Befriend me’. The package conveys this concept with the narration of a mouse, as the mouse is considered the sacred vehicle of Lord Ganesh. Sri Lankan traditional lotus motifs were used in the package to give it a Sri Lankan essence and attract the target audience with colorful bright colors as seen in Chathurthi festivals.



BIRUTHIVIRAJAN KOKULADASAN

Student Designer

Craft: Coconut shell crafts of “Loard Ganesh”
Craft Category: Traditional art and sculpture
Craftsman: Mrs. K. Kosaladevi


Not the final image
This is a Sample and will be an Art Directed photo of
Primary packaging

31

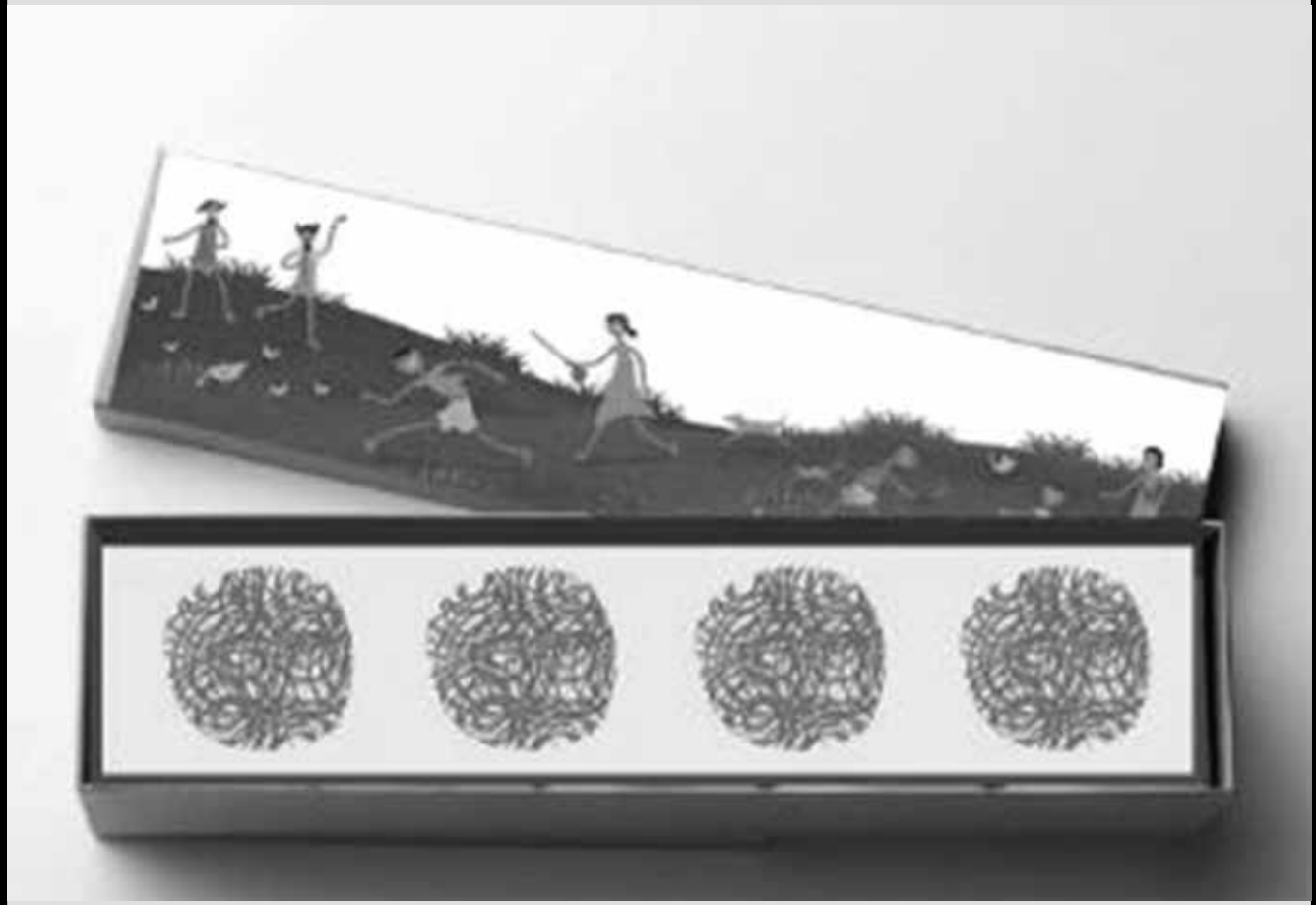
COCONUT SHELL SPOONS

One of the most underrated craft items of Sri Lanka, 'Pol Katu Handi' or spoons made of coconut shells have not been given an important place among Sri Lankan craft souvenirs. 'Pol katu handi' however, are certainly a symbol of Sri Lankan culture, our hospitality, our food and the self-sufficient nature of Sri Lankans. Coconut Shell Spoons are items that are closely knit with the Sri Lankan Culture but go unnoticed as it is something ordinary among us, locals. Thus, the task was to elevate the value of Coconut Shell Spoons as a Sri Lankan Crafts souvenir. During the project it was required to work with a local craftsperson. In the current market, there is no packaging available for Coconut Shell Spoons, either with the craftsperson or at the Laksala boutiques because it is an ordinary kitchen commodity and no one has established the importance of packaging this product in a unique manner.
The objective was to upgrade the status of Coconut Shell Spoons as a Sri Lankan souvenir product. In order to achieve this goal, it was decided to repurpose the function of the spoon and design a packaging that would deliver this message to the customer.



AMAYA RODRIGO

Student Designer
Craft: Coconut Shell Spoons
Craft category: Coconut Based Craft Products
Craftsman: Mr. S. Ajith



32

BATIK WALL HANGING

Batik is one of the most valuable industries that draws tourists in Sri Lanka. Sri Lankan Batik craftsmen have their own pattern, designs and colors which makes their fabrics unique and beautiful. There are specialized techniques and tools used by these craftsmen and a collection of all these values make Sri Lankan Batik products authentic. The special value of the selected product is that it is a contemporary art derived from the traditional Sri Lankan batik designs. It adds value to modern interiors that carry the Sri Lankan essence. At the same time, it also carries a diversified color palette which suits all kinds of interiors in modern Europe.

The craftsperson has added extra value to the product by introducing the contemporary batik pattern which carries a traditional story with our own design elements. It enhances the craft quality and creates an opportunity for the new segment of customers to experience its beauty through their taste in local art. These designs are a result of emerging modern customers who love minimal and modern designs that they can take away as a souvenir which also matches their interior space.



PRAVINDHYA PUSSEPITIYA

Student Designer
Craft: Batik wall hanging
Craft category: Bathik
Craftsman: Mr Chaminda Jayakody


ONE THIRTY
made in dubai
theonethirty
be yourself

33

TERRACOTTA EARRINGS

Terracotta Jewelry which is handcrafted from red clay is a novel workmanship piece of Sri Lanka and contains our ethnic essence to be worn as a contemporary fashion embellishment. Being a handmade, fragile, delicate and light weight craft along with vibrant cultural motifs and colors, it carries unique texture enhancements that gives it a prominent place in Jewelry shops. The craftsmanship behind this product is elevated by adding value to the jewelry items and as such, all items are handmade, hand painted and hand carved by a skilled craftsman. According to the identified product characteristics, values and the existing packaging defects, the need of a proper packaging solution for this jewelry to protect it from external effects and forces, has come to light.
A package which considers both the needs of the crafts and the target audience has led to the design of a sustainable, protective, user-friendly and durable package which also enlightens the consumer on craft values. Providing an ethical packaging solution for Terracotta Jewelry fulfills the current needs of the craft and conveys the authenticity and the ethnic spirit of the Terracotta Jewelry itself. Its ethnic spirit is the Unique Selling Point of the jewelry, which is displayed through the packaging design to make the craft more relatable to the identified target audience.



SANJANA ARTIGALA

Student Designer
Craft: Terracotta Earrings
Craft category: Clay products
Craftsman: Sonali Alvitigala from ‘Sound of Nature’


TERRACOTTA
JEWELLERY
LAKSALA
TERRACOTTA
JEWELLERY

34

PACKAGING DESIGN FOR RAKSHA MASK

The packaging for Raksha Masks is enhanced with value addition through form, surface graphics and material that would make the product visible to customers. The value addition is linked with the user's insight and would reflect Sri Lankan culture.
The design concept here is 'Weirdos in Paradise'. 'Weirdos' represent the supernatural Raksha masks and 'Paradise' represents Sri Lanka. Abstract graphics have been added to the packaging to help the product to be differentiated from other products. The packaging covers the entire product and allows for easy transportation and stackability. It also affords an increased value to the Raksha mask.
This Raksha mask is not fully carved and it possesses more artistic value than the perceived design value. Due to this reason the packaging that was developed consists of an artistic value.



NIPUNYA WICKRAMASINGHA

Student Designer
Craft: Traditional Raksha Mask
Craft category: Wood Carved masks
Craftsman: Mr. Mangalarathna


GURUJU RAKSHA

35

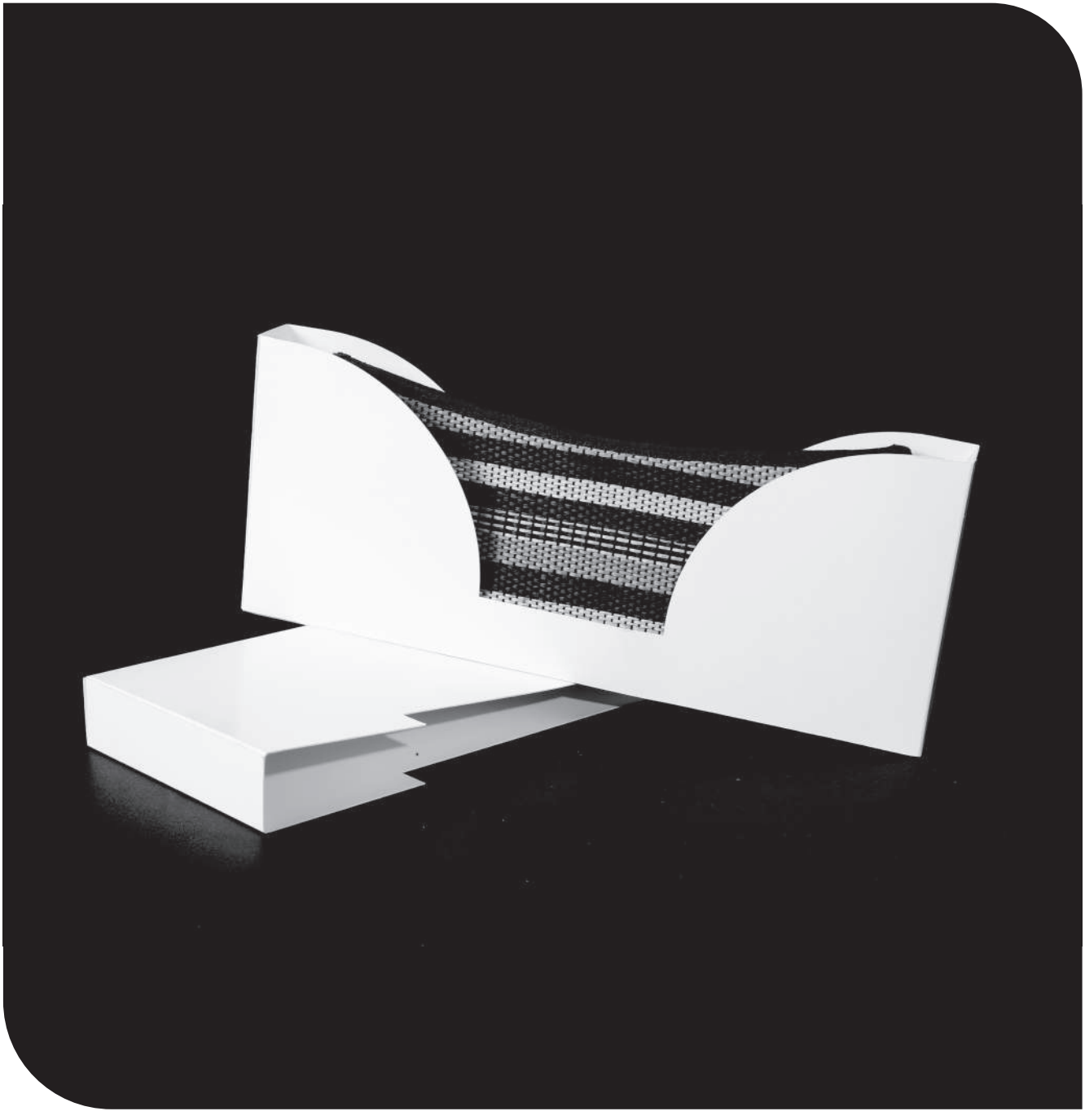
BATIK PURSE

Every product contains its own unique value, and people purchase products having identified that intrinsic value. THis comes with the functions and the outward appearance of the product. Such products also possess secondary value with the manufacturer, materials, ingredients and services used. The intention of the package then, is to provide value addition to a Batik commodity, which is a Batik purse. The product is mostly preferred by females and it is extremely popular as a craft item. Here, value addition can be done through the surface graphics of the packaging enhancing the Sri Lankan culture and essence. Surface graphics can add value to the product and other related areas of the package, visually. It leads consumers to develop a better and attractive image about the product, brand and the manufacturer.



THEERKA SANDANAYAKA

Student Designer
Craft: Batik purse
Craft category: Batik
Craftsman: Rathna Wimal Aluthge



36

TRADITIONAL WOVEN PURSE - “HAMBILIYA”

Hambiliya is a traditional craft product made out of Talipot palm leaves, which is used to carry coins. This small but elegant craft product has been weaved into perfection using Talipot leaves which are weaved in traditional patterns, and then colored to make it more beautiful. This authentic Sri Lankan craft is produced by local craftsmen who possess great skill.

Hambiliya was in use as an ancient coin purse used by both men and women in early Sri Lanka. Over time, this recognition has been reduced and ‘Hambiliya’ has become lesser known for modern generations and has become less popular as a gender-neutral accessory.

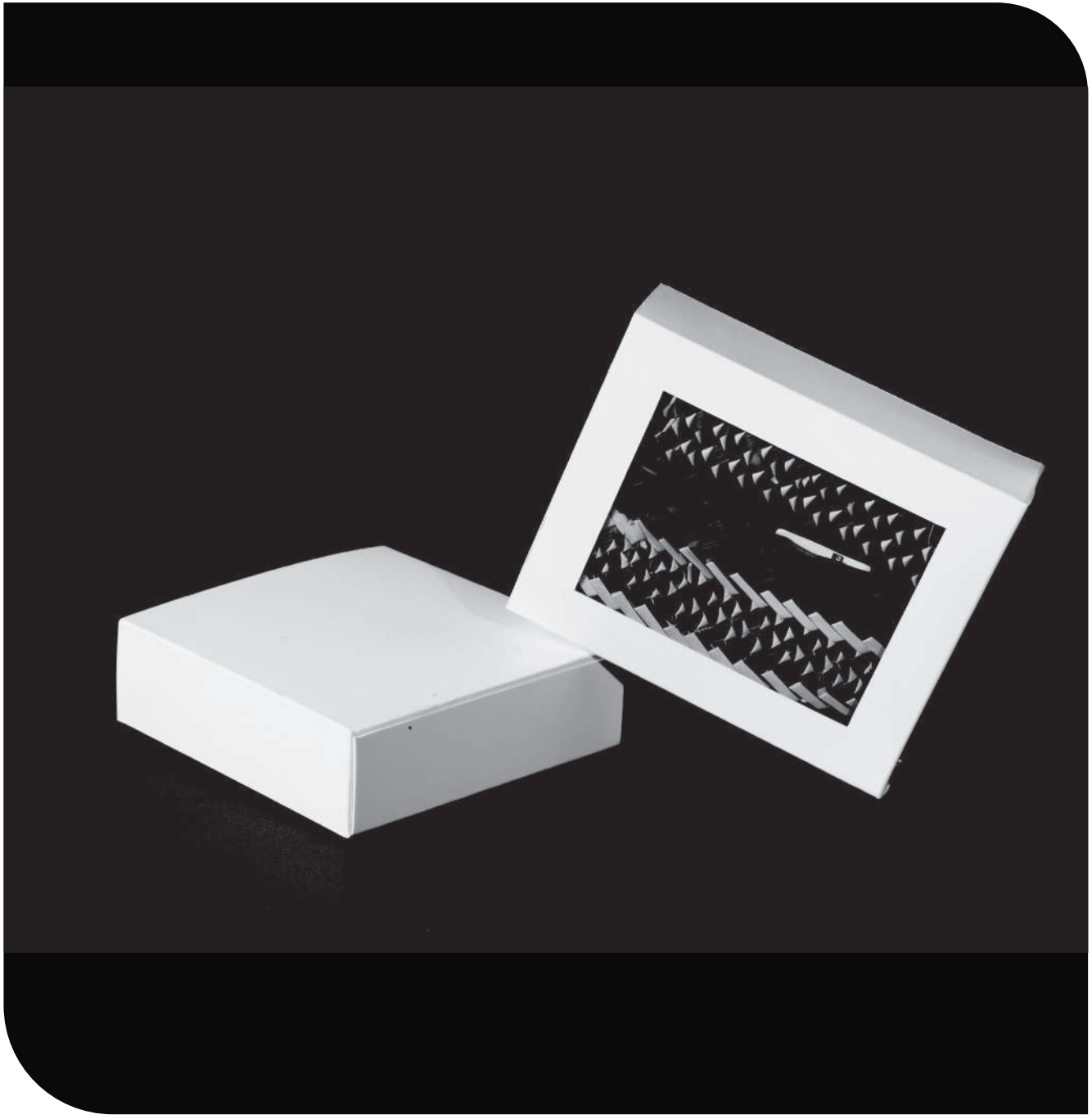
Foreign and local customers used to purchase these crafts specially as souvenirs and gift items. The challenge was to identify an existing defect or gap in the current packaging related to the craft and to discover a solution to overcome it.

In an era where gender neutral or unisex designs are trending in the modern world and where there is a specific target audience who reach for Gender Neutral designs, especially in fashion, cosmetics and beauty and packaging fields, the packaging design solution



TEHARA JAYAWARDHANA

Student Designer
Craft: Traditional woven purse - “Hambiliya”
Craft category: Miscellaneous Handicrafts
Craftsman: Ms. Mahesha Kumuduni



37

LACE MATS

The product is a table placemat which is made employing one of the techniques of lace making; crochet. The table placemats encompass the Sri Lankan traditional motifs which can be observed in ancient Sri Lankan architecture. These mats were used in the homes of Sri Lankan nobility during the Colonial period to decorate the interiors. This would invoke memories of ancient Sri Lanka and would be the best item from Sri Lanka to be delivered as a gift.
The intricate details of the product and the value of the lace material should be protected from rough surfaces. To preserve the material quality of the surface it should be protected from stains and must maintain the overall color of the yarn at the same time. The objective of the packaging solution is to uplift the craft's value in the market. The packaging solution helps to reach the core audience by communicating the value of Sri Lanka's rich, artistic heritage by adding a luxurious and elegant appearance.



SANDUNI ATTANAYAKE

Student Designer
Craft: Lace mats
Craft category: Lace
Craftsman: Mrs. Assuntha Janaki



38

BEERALU LACE

The lace work table cloth has been done to create the vibes of the Sri Lankan authentic craftsmanship with natural cotton yarn and dyeing techniques. The packaging solution is to grant a unique souvenir to the person who purchases the product. The existing package does not contain any value addition because it only has the ability to be used as a plastic bag that the Laksala provides. The package will be manufactured with chip board and craft board and surface graphics will convey the information of this product category.
The lines and the shapes are inspired by the different styles of the Beeralu (crochet) lacework motifs the craftsman has created. According to the colors of the Beeralu lace and the tablecloth, the packaging graphic colors can vary. The packaging can be used as a unique gift item that shows the authenticity of the Beeralu lace work. The designed package will secure the entire Beeralu lace work tablecloth when exporting and traveling. This can be also used as a gift pack that can be gifted as a souvenir.



MILINDA HERATH

Student Designer
Craft: Beeralu Lace
Craft Category: Lace work
Craftsman: Ms. Jayaweera Patabandige Kusumlatha



39

COCONUT SHELL CUP

The selected product for this specific project was “Coconut Shells”. The artisan “Mr. Push-pakumara” is the man behind the craft. This individual project was aimed to create a suitable packaging design for a coconut shell cup created by Mr. Pushpakumara. This particular cup has a two dimensional front face of an elephant aligned straight with its handle, creating a form that mimics an elephant body. The chosen craft is categorized as a Souvenir according to the NCC.

The approach taken to create the packaging is to communicate a relatability with a certain demographic of foreign travelers in Sri Lanka. The end result is a packaging that provides value addition to the product.



W.M.D. SUGITH ERANDA

Craft: Packaging for a coconut shell cup
Craft category: Coconut shell products
Craftsman: Mr.Pushpakumara


LAKSALA
Cup-Ruka
For the Ever Wondering Soul

40 PACKAGING FOR DEMON MASKS

The history of masks that are unique to Sri Lanka dates back to the 1800's which were used to portray various characters. Sri Lanka has a rich culture of theater called 'Kolamand Exorcism' also known as "Thovil", which employs actors, exorcists, masks, music, and dance. The "Sanni Yakuma" is the best-known exorcism ritual, in which numerous "Sanni" (disease) demons are portrayed by exorcists wearing elaborate masks.

Occasionally the full complement of 18 possible disease demons is represented in the "Daha Ata Sanniya" (18 diseases) ritual, but usually a smaller number are used according to which demons are thought to be causing a person's affliction. When studying "Sunni Yakuma", it appears that "Sanni" is a great sacrifice-piece associated with 18 diseases related to the local Ayurvedic medicine system. The "Sanni" demons do seem to represent disease syndromes, and their masks show clinical features that are familiar to clinicians today.

This packaging design solution should further enhance this discovery. In an era of "faceless" diseases, clinicians may wish to "know their enemy" by being aware of masks relevant to their own specialty. In spite of acting only as a theatrical masterpiece which decorates one's home, the world should identify them as a scientific system of healing and as a collection of 18. It is hoped that this packaging design solution will give the "Sanni" demons the recognition they deserve.



MARSH WEERASINGHE

Student Designer
Craft: 18 Demon Masks
Craft Category: Masks



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BATIK RESORT WEAR COLLECTION

Prageeth kanchana is a locally and internationally recognized Designer of Sri Lankan Batiks and Handicrafts who has contributed significantly to the industry. This Batik Wear collection has been produced to create the vibes of Sri Lankan authentic craftsmanship using natural dyes and unique designs.

Therefore, the packaging solution has been designed to afford its buyer with a uniquely memorable piece. The packaging acts as a hanger which suspends the packaging template behind the shirt. When a person buys the resort wear the package template would be placed together with the shirt inside. After that can be used as a portable package for the shirt.

The package is manufactured with corrugated board and on the front of the package there are surface graphics that convey the message of this product category.The packaging can be used as a unique gift item that displays the authenticity of the craft. It also protects the Batik wear during export and traveling. Furthermore, it can be used as a gift pack that can be given as a souvenir as it has a unique combination of Batik patterns that couples with the concept of memories.



CHETHIYA BOWATTE

Student Designer
Craft: Batik Resort Wear Collection
Craft category: Batik
Craftsman: Prageeth Kanchana



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PALMYRAH WALL HANGER

The “Palmyrah Wall Hanger” sustainable packaging design promises to create a sentimental experience for females traveling in bohemian style. The packaging is made using waste materials which are collected from garment factories, print shops and wood works.
It also made considering each aspect of difficulty that the user and the craftsmen have faced so far. The surface design of the paper canister represents the beginning of the combinations of the palmyrah strips and it also represents the combining of communities. The newly designed paper canister packaging may open a new opportunity for a community to cooperate with the craftsmen to create a new production line. This may help local villagers to reach additional income levels and can be improved furthermore by the help and coordination of different professions.



AMAYURU LOKUGAMAGE

Student Designer
Craft:Palmyrah wall hanger
Craft category: Coconut, kithul and palmyra (borassus) based product
Craftsman:Anusha Deepani


Weaved to Perfection
WALL HANGERS

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“KETHAKI BANGLES” WETAKEIYA

Kethaki Bangals are Mrs. Wimala Wijesiri’s new experimental creation. They are completely made out of wetakeiya (pandanus leaves), and are attractive, authentic, masterpieces of craftsmanship which are woven from pandanus leaves.
So, the basic approach and packaging idea for this marvelous bangle is Value Addition. The target audience of the product is foreign backpackers who love to travel in Sri Lanka. Most of them travel by foot or public transport and love sightseeing. And as Pandanus are a common sight especially in the coastal area of Sri Lanka, the bangles and their packaging afford a rich memory of this.
This package is totally woven from Sedge (Pan) with a very classic design. It represents and empathizes with the color and the feeling of the pandanus trunk. Other colors and the leaves are represented through a sealing strip. The tag card is for the brand and other necessary details.



CHAMOD BANDARA

Student Designer
Craft: “Kethaki Bangles” wetakeiya (pandanus leaves).
Craft Category: Fiber , Leaf and grass work
Craftsman: Mrs Wimala Wijesiri



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BOBBIN LACE MATS

Bobbin lace has been regarded as a traditional craft of our country and is still a flourishing industry in the southern coastal area of Sri Lanka. These exquisite fabric pieces have high aesthetic value.
While providing great protection, Divine Pack uplifts the value of the product utilizing the communication potential of the package with attractive display methods. While its cupid structure supports storing & distant transportation, Divine Pack communicates a Sri Lankan identity while maintaining apparent harmony between the packaging and its contents. Therefore, It is necessary to develop a technically adequate and promotionally effective, rich packaging culture for lace products.
Divine Pack is a promising packaging solution for lace mats which aims for a rich packaging culture of lace products. It is specially designed for an exclusive market. As a feminine product with feminine craftsmanship and user group, Divine Pack directly addresses its final consumer by playing with the 'Triple Goddess' Concept which is inspired from real-life beliefs based on the user group.



CHIRAN SANDEEPA

Student Designer
Craft: Bobbin Lace Mats
Craft category: Lace
Craftsman: E.H. Beautine



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SACRED CASKET BEARER BATIK WALL HANGER

Creating a cultural art piece is an expressive way to transfer cultural aspects to a global audience. Cultural art is valued by people who love to travel and who collect souvenirs/ artifacts to create a path of memory through their living space.
However, mass producers like Pottery Barn and Ikea have been making decorative items and pieces of art like these, and therefore, authenticity has been declining among these products. So, enthusiasts try to find authentic products when they travel, and if they find an authentic piece of art with a story, they are happy to include this story in their living space.
Creating a new piece of cultural art is a tricky task, where the creator must strive to make the story and its representation authentic. Furthermore, functional art is quite rare. But it is indeed refreshing to see how the packaging and a craft can collaborate to create this rare piece of art. The proposed packaging will contain two parts. The primary packaging will be a wooden box with a hanger which will be used permanently to hang the product. The secondary packaging will be a sleeve which contains all the attractive details about the product. This packaging solution will immensely aid in the value addition of the product.



THISAL DEVIN DE MEL

Student Designer
Craft:Sacred casket bearer batik wall hanger
Craft category: Batik
Craftsman:Mrs.Badra Manel Liyanaarachchi



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EARTHENWARE WATER BOTTLE

This project focuses on creating an exclusive and value-added packaging for the jewelry brand “Silver Design Jewelry'' which would be listing its products under Laksala.
Packaging should be used as a means of sending an important message to customers. Cultural art is admired by people who want to visit and gather souvenirs/artifacts to create a lane of remembrance.
In approaching the packaging solution a few factors have been the focus, such as the existing package, market possibilities, and the consumer base’s overall expectations of the final retailer “Laksala”. Based on these the final goal of this project is to come up with a packing solution that elevates the brand “Silver Design Jewellery “ and positions it alongside other exclusive jewelry brands while contributing to its value addition.
Firstly, packaging is a protector for a product. As such, the product, its material and the key characteristics that material expresses should be considered. Thus, the packaging should cater to these identified characteristics in its design. The second should be the user group at which this product is aimed, and their consumer behavior and buying patterns. Lastly, the retailer “Laksala” and its design language and how the brand approaches its consumers must be taken into consideration when designing the packaging solution.



SAMPATH WIDUSHAN

Student Designer
Craft: Earthenware water bottle
Craft category: Clay products
Craftsman:Pottery Master, D. Sarath Kulathunga


SILVER DESIGN JEWELLERY
LAKSALA

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BATIK NECKLACES

The client's Batik necklaces are made using waste Batik fabrics. This is because Batik fabrics have crack designs which differ from the one that was originally designed. The new packaging for the product offers the craftsperson product protection, product promotion and increased value for the necklaces as well.

The main aim of packaging is to keep the product safe during shipment between the manufacturing facility and the retailer and prevent damage while the product sits on the shelf. A well-designed product packaging can go a long way in putting the product into the hands of buyers.

Choosing a style and colors that will appeal to consumers and encourage them to pick up the product is very important, as is choosing high-quality packaging materials. Accordingly, after thorough research on the product, its target audience has been identified as Eco Boho-conscious people. Thus, considering their insights and requirements a design of Coconut Shell Packaging has been created. Being a waste material, it is highly eco friendly, and so, marries well with the Batik necklaces which are also created with waste Batik pieces.



IMESHA NANDASENA

Student Designer
Craft: Batik Necklaces
Craft category: Batik
Craftsman:Thilani Shashikal



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CANE BASKET

For this packaging, 3 ideas have been conceptualized, which are the Tea Basket, Spices Basket and Crafts Basket. The Basket of Ceylon tea is famous around the world. Therefore, the idea was to fill a basket with small Tea Boxes and another Basket for Spices from Sri Lanka which is also known to the world as Ceylon Spices. The third and final basket will be filled with Ceylon Cinnamon.

While Sri Lanka also markets Ceylon Cardamom, Cloves, Nutmeg, etc., in addition to other crafts authentic to Sri Lanka such as Masks, Lacquer, and Batik, it became evident that a final basket called “Taste of Ceylon,” would do well. As such, it is a basket with six types of tea boxes and a basket with six types of spice boxes. The unique aspect of this package is that the Tea Box and Spice Box are the same Box that can be converted into a Tea or Spice Box.



ASIRRAJ.P
Student Designer
Craft:Cane Basket
Craft category: Cane Products
Craftsman: Ms. Haridevi


LAKSALA
LAKSALA

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LACE CLUTCH

This package is designed to protect the product material and its characteristics when transporting, storing and when it is presented to the customer. The product it houses is made out of a fabric material and is decorated with modern decorative bobbin lace patterns, and therefore, its thread and wool materials can be damaged by tearing or become soiled.

It is, in fact, essential that the product is well protected, because during the product journey from the manufacturer to the consumer it will be handled by different people at the points of packing, loading, transporting, unloading, stacking,displaying and inspecting.

As such, the two opening lids locking the tray where the product it stored minimizes the chances for the product to come in contact with external forces. It also enables the customer to view the product by just opening one side of the pack while the rest will be covered. The rectangular shape also makes it easier to stack in storing, transporting as well as in displaying. The material used for the packing which is chip board or bookbinding board is hard enough to bear a reasonable weight when it is stacked in the transportation process and also has a minimum



G.W. PRAWEENA NIRMANI

Student Designer
Craft: Lace Clutch
Craft Category: Lace
Craftsman:Ms Stella Edirisinghe


LAKSALA

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TRADITIONAL MASKS

Kolam is a comic folk play, once quite popular but rarely performed now. The project was to design a package for the traditional KataKolam mask. The concept taken in the design of the packaging was “Masked expressions,” which was narrowed down to “Linked expressions” as a sub concept.

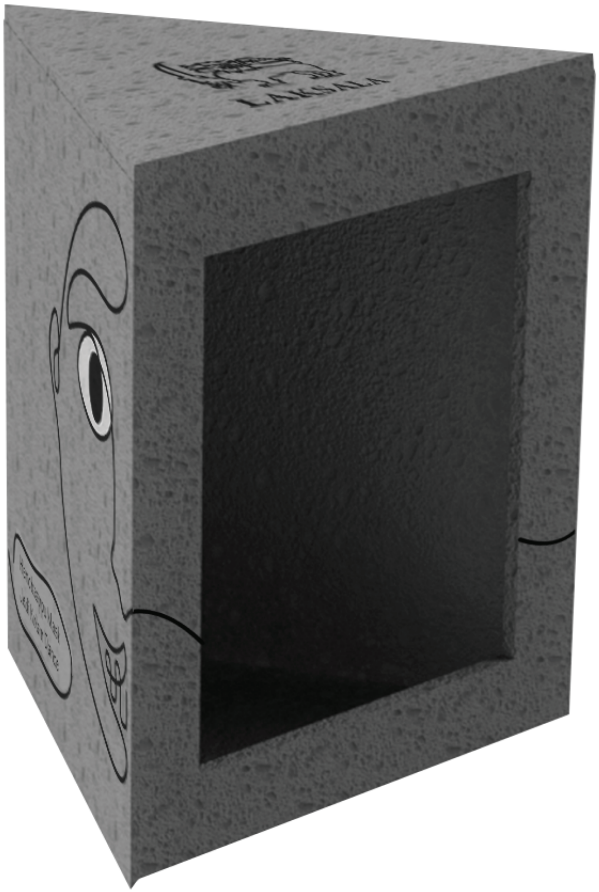
The overall packaging gives the feeling of a link between the original product and packaging. The window shows the actual product to the user while the continuous line drawing shows the other side of the product in the packaging surface. Traditional masks are normally placed within clear display units when they are showcased at the Laksala showrooms. Thus, the packaging used allows for the display of the mask as well as the history or the background of the mask while on the shelf, through its packaging. The color pallets are inspired by the traditional Mask Industry in Sri Lanka as they comprise a variety of color tones and shades used in the masks. Several bright color patches have also been used to highlight the main features of the actual mask, while the line drawing shows the actual facial expression of the Kolam through the illustration style.

It is noteworthy that waste has been minimized in its production. The triangle shape was introduced to reduce the material wastage and for display purposes. The overall concept is to express our traditional identity through the packaging to the customers while giving the history of traditional masks.



O.SHAINEE IVANI DE SILVA

Student Designer
Craft: Traditional Masks
Craft category:Miscellaneous Handicrafts
Craftsman:Mr. Sumith Jayawardhana


LAICALA

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COCONUT SHELL CRAFT

This is a packaging design solution for the Coconut Shell Craft, in support of another craft made with the use of Jute Burlap. It is a give-away packaging design solution which the customer will only be able to claim after buying three products of Coconut Shell Crafts.- Those three selected products are a bracelet, a ring and a necklace which are created using coconut shells. This type of approach is always a value addition to the product.
When designing this packaging solution, in addition to considering supporting another craft through the material used, sustainability has also been taken into account. This resembles a pouch which is made using Jute Burlap, Leather, Cotton cloth and Cotton Wool.
This packaging has been conceptualized with the aim of effectively showcasing a valuable craft as well as supporting another craft in the process, in terms of Value Addition. Crafts packaging should also be eco friendly and recyclable. Thus, this packaging design solution allows for personal use as well as it makes a lovely souvenir for the person purchasing the product.



ASHANI NUGAWELA

Student Designer
Craft: Coconut Shell Craft
Craft category: Coconut , Kithul and Palmyrah based category
Craftsman: Mr. S.P.S.K. Manamperi


Coconut is a type of a palm tree and the fruit of this plant, meaning the part of the tree which contains the seed. Coconut, its tree, the fruit, its leaves, roots, trunk, shell, and shell is useful to people.
The natural colour, the hardness and the shape of the shell make nuts to an attractive to create a big range of products or a creation, most skilled craftsmen.

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THALAKOLA HAND FAN

In this project, the focus area was the Sri Lankan Thalakola Craft community and their products. As a modern and unique product was chosen from the community it was easy to play with materials and the design.
The chosen product was the “Thalakola” Hand Fan which is designed with Sri Lankan traditional weaving patterns. As sustainability was a central aim, secondary usage was also considered in the packaging design. When designing the packaging, the product life-cycle was taken into account, along with how it helped other crafts.
As the production process of the fan is a natural process, the best option was to use sustainable materials for the packaging design, while introducing a new craft to the Sri Lankan craft community. Being influenced by the practices of sustainability, it is easy to approach customers, with the “protecting the globe” selling point.
The 3R concept was used to design the packaging for the “Thalakola” Hand Fan. Introducing another sustainable material for packaging was another aspect of Value Addition and it can be considered as a sub selling point to this design. As of now, the community is lacking the knowledge on sustainable packaging, and so another focal point of this project was imparting knowledge on how to integrate sustainability to their products with the hope that this will inspire change in the existing packages used in the industry.



M.DINITHI YASARA JAYASINGHE

Student Designer
Craft: Thalakola Hand Fan
Craft category: Miscellaneous Handicrafts
Craftsman: Mrs. Soma Ranjani


LAKSALA