PACKAGING D.
INNOVATION
HUB

2023

INNOVATIVE PACKAGING FOR EXPORT

DEPARTMENT OF INTEGRATED DESIGN

UNIVERSITY OF MORATUWA

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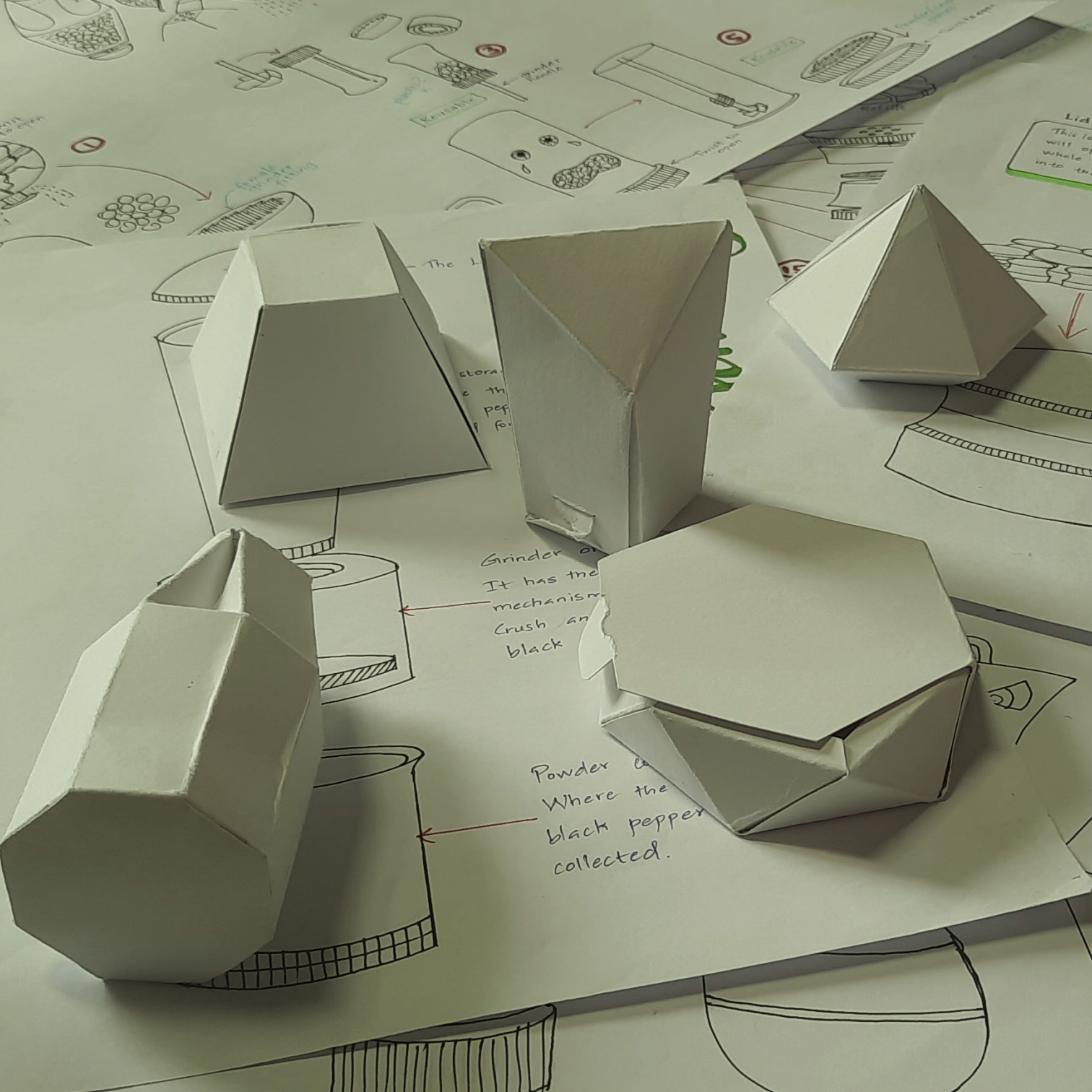
INNOVATIVE PACKAGING FOR EXPORT - PUBLICATION

Book designed by Chehan Gamage
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November 2023


Grinder
It has the
mechanism
Crush an
black
Powder
Where the
black pepper
collected.

CONTENTS

Overview

Introduction

Packaging Design
For Small and Medium Enterprises in Sri Lanka

OVERVIEW



As the lecturer of the Packaging Project at Level III, Media and Communication Design, Department of Integrated Design, Faculty of Architecture, University of Moratuwa, and the Director of the Packaging Design Innovation Hub, it is with great pleasure that I reflect on the progression of this project.

This collaboration between the University of Moratuwa and the Sri Lanka Export Development Board (EDB) centers on enhancing packaging design for Sri Lankan exports. Initiated as a pilot in 2022, it gained momentum in 2023 with the establishment of the Packaging Innovation Hub at Moratuwa University and the revitalization of the EDB's National Packaging Centre. This year's focus on packaging solutions for fruits, vegetables, and nuts targets the European Union market, aiming to transition from bulk to unit packaging for increased profitability.

Aim of the Project

The collaborative goal is to advance the export packaging sector by creating innovative packaging design solutions, fostering new avenues for revenue generation, and enhancing the value proposition of export or potential export products.



Objectives of the Project

Revenue Diversification Through Innovation : Explore and identify novel avenues for revenue generation by implementing innovative packaging design solutions within the selected SME sector, specifically focusing on fruits, vegetables, and nuts.

Knowledge Exchange and Enhancement : Facilitate a collaborative learning process by fostering interaction between SME practices and packaging academia. This collaboration aims to enhance the understanding of export packaging design and contribute to the overall development of the packaging sector.

Practical Implementation of Packaging Solutions : Execute packaging design solutions by identifying and developing innovative export packaging strategies within the chosen sector. The objective is to not only enhance the attractiveness of the products but also to explore ways to generate additional revenue through innovative packaging.

While this project caters to national requirements, it primarily functions as a 100% academic endeavor aimed at providing comprehensive education on Packaging Design to students. Under Module DM3050, this project serves as an educational platform, imparting in-depth knowledge and honing the skills necessary for conceptualizing and crafting visually captivating, functional, and brand-oriented product packaging. The project's core focus revolves around emphasizing the pivotal role of packaging design in augmenting product visibility, ensuring product protection, and effectively communicating crucial information to consumers. By delving into the multifaceted purposes of packaging, students learn how it not only safeguards products during transit but also stands as a powerful tool for differentiation among competitors on store shelves. Additionally, the project sheds light on packaging's crucial role in captivating consumer attention, effectively conveying product attributes, and cultivating positive brand perceptions. Throughout the project, students delve into practical considerations encompassing usability, ergonomic design, material selection, sustainability, and compliance with regulations. Their exploration of typography, colors, imagery, shapes, textures, and materials underscores the importance of aligning these elements with target audience preferences, brand identity, and overall product positioning. Ultimately, the project emphasizes the profound impact of packaging design on consumer purchasing behavior, brand recognition, and its role as a conduit for conveying product value, amalgamating creativity, functionality, and brand messaging into a compelling packaging solution.



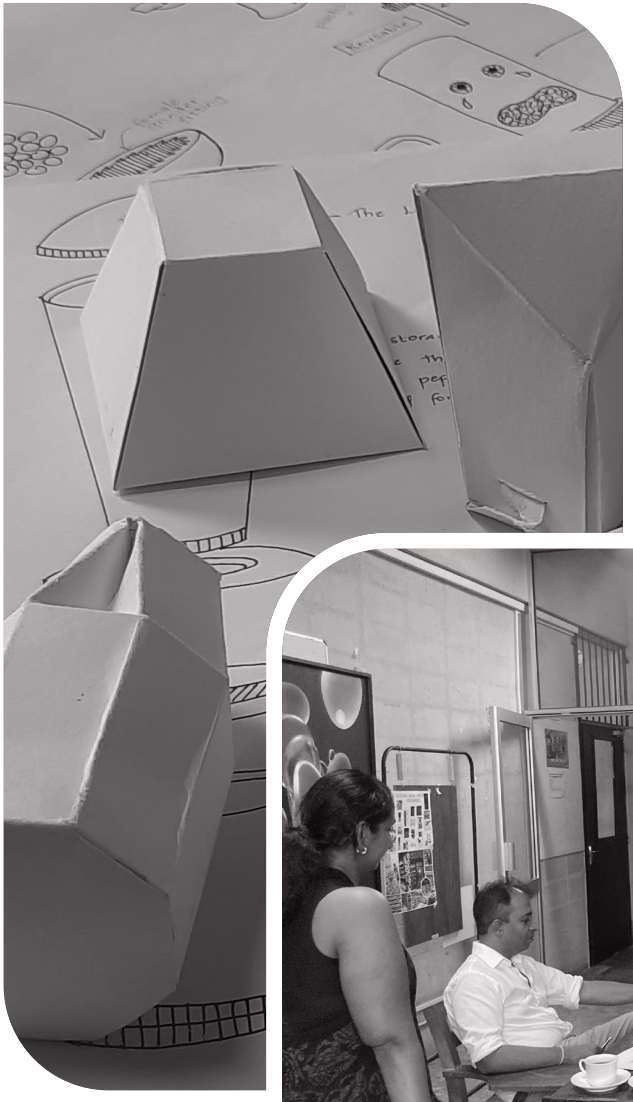


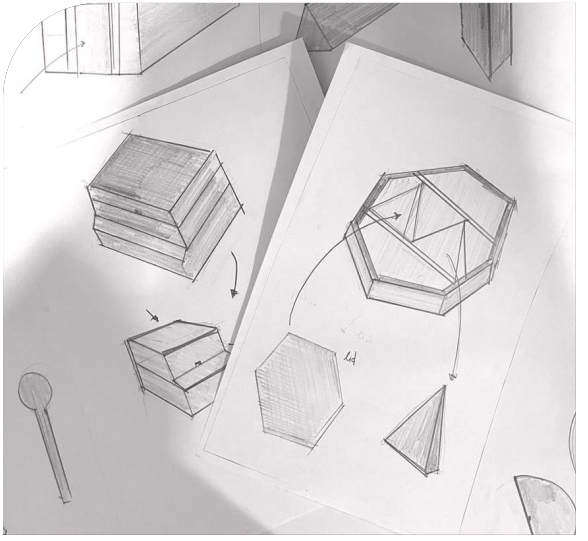
Future Prospects and Vision

This book is an homage to the remarkable talents and visionary capabilities of our Design graduates, meticulously cataloging their creations to inspire the next generation of designers, potential exporters, local packaging industries, and material manufacturers. Looking ahead, our aspirations are unwavering - we seek to propel the growth trajectory of the packaging industry through innovation, envisioning the commercialization of at least three of these groundbreaking designs.

Our doors are open wide, extending an invitation to collaborate with packaging-related industries or individual investors through the conduit of the Packaging Innovation Hub. Together, we strive to translate this collective vision into a tangible reality.

Dr. Sumanthri Samarawickrama
Senior Lecturer, Department of Integrated Design
Director, Packaging Design Innovation Hub
Project Lead - University of Moratuwa, Promotion of Local Packaging Products - Working Group for the Inter Agencies, Ministry of Industries.






EMPATHIZE











PACKAGING D.
INNOVATION
HUB

The Packaging Design Innovation Hub was launched this year (2023) and approved by the Senate (Approved Senate Memo No. 538.05.08.06 - 19.07.2023) It is established as a Centre for Multidisciplinary Research, Faculty of Graduate Studies, University of Moratuwa. The composition of the members of the 'Packaging Design Innovation Hub' is as follows:

The Internal members

Dr. Sumanthri Samarawickrama (Director)
Senior Lecturer, Department of Integrated Design,
Faculty of Architecture, University of Moratuwa
Dr. Sivakumar T
Senior Lecturer, Department of Transport and Logistics Management,
Faculty of Engineering, University of Moratuwa
Dr. Mahakalanda I.
Senior Lecturer/Head, Department of Decision Sciences,
Faculty of Business, University of Moratuwa
Prof. Ajith De Alwis
Senior Professor, Department of Chemical and Process Engineering,
Faculty of Engineering, University of Moratuwa
Dr. Chethika Abeynayake
Senior Lecturer, Department of Town & Country Planning,
Faculty of Architecture, University of Moratuwa
Prof. Mahinsasa Narayana
Professor, Department of Chemical and Process Engineering,
Faculty of Engineering, University of Moratuwa
Prof. Indika Perera
Professor/Head, Department of Computer Science & Engineering,
Faculty of Engineering, University of Moratuwa
Mr. Bandu Samarasekera
Senior Lecturer, Department of Materials Science and Engineering,
Faculty of Engineering, University of Moratuwa
Dr. D. Nayani T. Gunawardhana
Senior Assistant Librarian, Library, University of Moratuwa
Dr. Hirushie Karunathilake
Senior Lecturer, Department of Mechanical Engineering,
Faculty of Engineering, University of Moratuwa

The External members

Sri Lanka Export Development Board
Ms. Indumini Kodikara, *Director- Export Services, Sri Lanka Export Development Board*
Mr. Indika Sugathadasa, *Assistant Director- National Packaging Center Sri Lanka Institute of Packaging*
Mr. Rohan Wijesinghe- *President, Sri Lanka Institute of Packaging*
Sri Lanka Association of Printer
Mr. Peter Deckker, *President, Sri Lanka Association of Printer*
Mr. Delan Silva,*Immediate Past President, Sri Lanka Association of Printer*
Mr. Anuradha Jayasinghe
Chairman-- Advisory Committee for Packaging-- Ministry of Industries & Immediate Past President-- Sri Lanka Institute of Packaging
Mr. Dammika Sriwardana,
Visiting Lecturer Department of Integrated Design, and Managing Director, Design Logics Ltd.
Mr. Dharmatilake Ratnayaka
President, Packaging Consultants, Past President Sri Lanka Institute of Packaging, Past President- Asian Packaging Federation, Past Vice-President-World Packaging Organization
Mr. Sajith Nanayakkara and/or nominee
Managing Director, JF & I Packaging
Ms. Pavithri Peiris and/or nominee
Director Promotion, Sri Lanka Tea Board









Acknowledgement

Our packaging endeavors have been steered towards excellence by the unwavering support and expertise of remarkable individuals. To those who have played a pivotal role in our journey, we extend our deepest gratitude.

A special mention and appreciation for mentoring:

- Mr. Dammikka Sriwardhana
- Mr. Dinesh Rajawasan
- Mr. Delan Silva
- Dr. Mahakalanda I.
- Mrs. Amanda Jayasuriya
- Mrs. Indumini Kodikara
- Mr. Dinesh Attanayake
- Mr. Indika Sugathadasa

INTRODUCTION

Explore a collection of 33 innovative packaging solutions curated for seven promising small and medium enterprises focusing on fruits, vegetables, and spices, affiliated with the Sri Lanka Export Development Board (SLEDB). Crafted meticulously as final prototypes, these designs originate from the imaginative faculties of level III undergraduates specializing in Media and Communication Design, representing the 21st intake at the University of Moratuwa's Department of Integrated Design. Within each packaging solution lies a unique story, inviting you to discover the limitless potentials envisioned by these forward-thinking minds.

PACKAGING D.
INNOVATION
HUB

2023

PACKAGING DESIGN

FOR SMALL AND MEDIUM ENTERPRISES IN SRI LANKA

DEPARTMENT OF INTEGRATED DESIGN

01

DUODAZZLE

Almugni Holdings is embarking on a pioneering journey into the cashew export market. With a keen eye for potential, Sandul has uncovered the opportunity within leftover cashew nuts. To transform snacking habits by unveiling an imaginative assortment of colored and roasted cashew nut toppings, redefining the very essence of indulgence. This ingenious idea aligns seamlessly with evolving consumer preferences, offering a diverse and hassle-free snacking experience that caters to the modern lifestyle.

The design solution presented to Almugni Holdings is both practical and inventive. The packaging concept revolves around enhancing the user experience. The packaging boasts a unique perforation technique, allowing for effortless sprinkling of the cashew nut toppings. Furthermore, the product range is diversified, offering two variations – vibrant-colored cashew nuts and rich roasted cashew nuts – appealing to different taste preferences. The two-in-one packaging design is a standout feature, featuring dual compartments meticulously sealed to preserve freshness. The secondary packaging functions as a sturdy lid, ensuring the cashew toppings' quality and crunchiness over time.



SANDUL WICKRAMASOORIYA

Student Designer

sandulwickramasooriya@gmail.com | 071 7622 607

Client : Almugni Holdings (Pvt) Ltd
Product : Colored and roasted cashew nut toppings
Material : PE coated cardboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


RAINBOW CRUNCH
GOLDEN FLAKES
CASHEW CRUNCHES
Topped with Love
Hey there, I'm Rainbow Crunch! Add a splash of color to your mornin with my vibrant and delicious colored cashews!
150 g.N

02

THE HEXAPACK COLLECTIVE

Dinithi's proposal for Almugni Holdings Pvt Ltd has led to a unique packaging design for cashew protein bars, catering to health-conscious German mothers. Recognizing the demand for nutritious, plant-based snacks, Dinithi developed a packaging solution that not only meets the needs of consumers embracing plant-based lifestyles but also aligns with sustainability initiatives. The packaging's key features emphasize functionality and eco-consciousness, minimizing the use of adhesives and focusing on a sustainable locking mechanism.

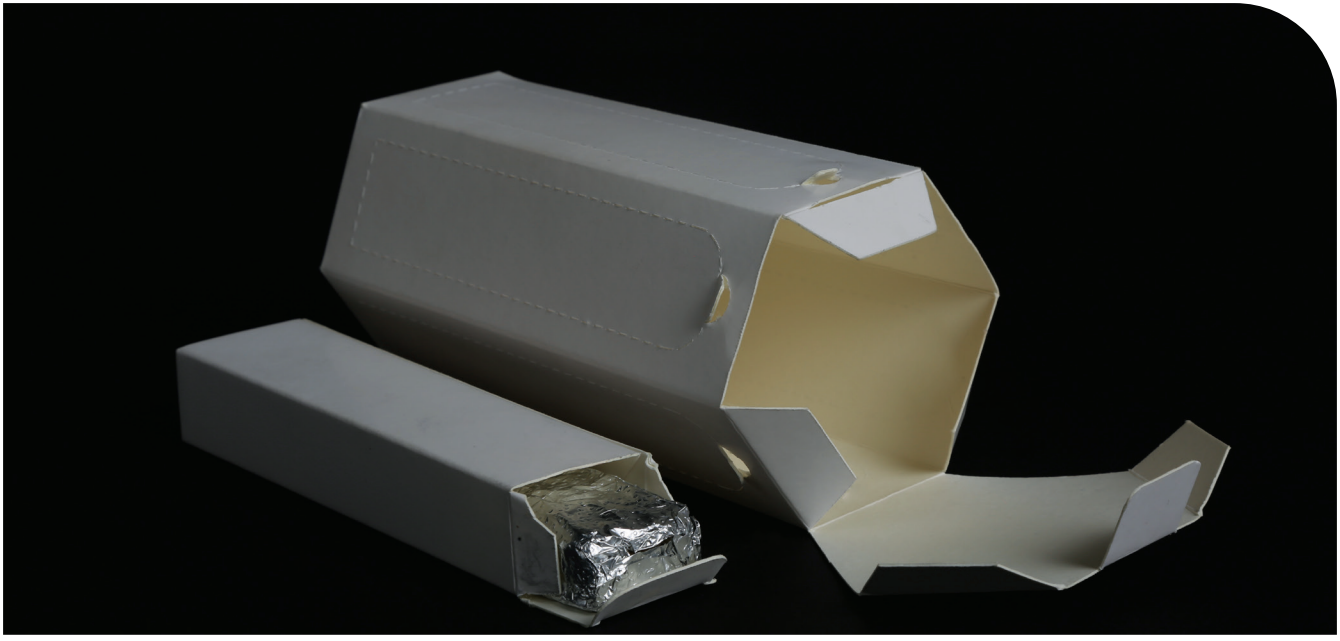
The primary package, creatively designed with a Collapsible Foil wrap for each bar, incorporates a resealable lock, allowing users to consume the product at their preferred intervals and securely store it afterwards. To enhance protection, board-based packaging ensures the bars remain fresh. The secondary package, constructed from Grey Back Duplex Board, showcases a hexagonal structural design for both visual appeal and efficient stacking. Employing a zero-plastic approach and strategic perforation, the secondary packaging facilitates the easy extraction of assorted bars individually, promoting a hassle-free and enjoyable snacking experience.

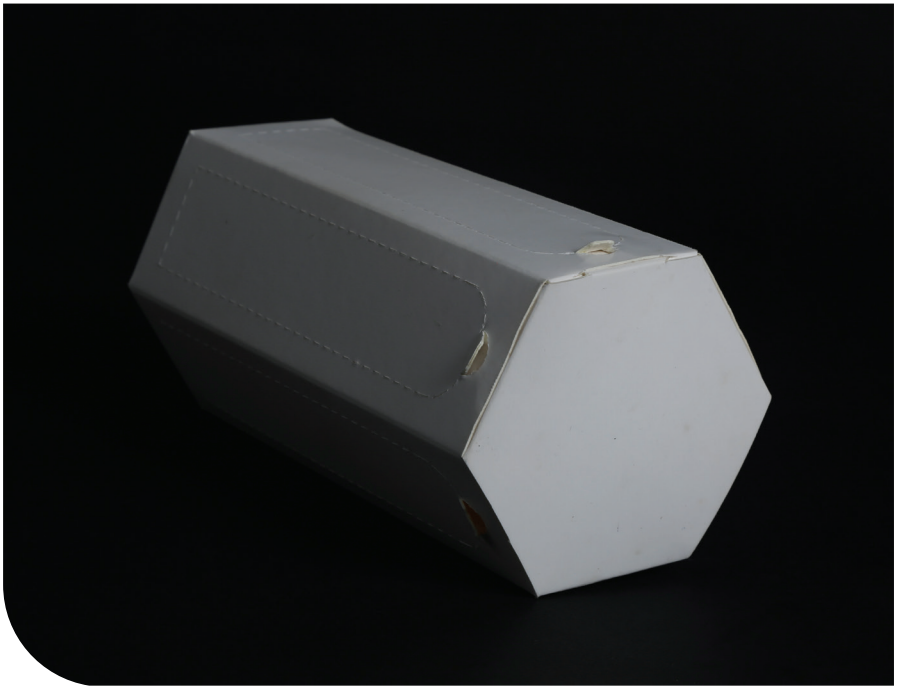


DINITHI GUNASEKERA
Student Designer
dinithi.gunasekera2000@gmail.com | 0767417999

Client : Almugni Holdings (Pvt) Ltd
Product : Cashew Protein Bars
Material : Collapsible foil, White Duplex Back Board, Grey Duplex Backboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


APPLESTRUDEL
MARZICREME
Contains Nuts
CHOKO CHERRY
FLAVOURED

03

TRIUNUTTY

Venuri's innovative packaging for cashew powder, a creation for Almugni Holdings Pvt Ltd, caters to the discerning Vegan Home cooking enthusiasts in Germany. Recognizing the market opportunity for varied cashew grain sizes, her packaging is a game-changer, offering an innovative Three-in-one packaging solution for a Cashew powder range. The primary packaging, Glassine Pouches, ensures the freshness of the cashew grains and fine powder. What sets this packaging apart is its thoughtful design, inspired by the partition of a triangle, reflecting the harmony within the product's diversity.

Embracing the art of simplicity, the packaging radiates a minimalist charm that seamlessly embodies the essence of a three-in-one experience. It's Visual graphics skillfully communicates the diverse spectrum of cashew grain sizes available, enticing culinary explorations. User-centric and effortlessly stylish, the design empowers enthusiasts to effortlessly obtain varying cashew grain sizes and fine powder. A culinary revolution for vegan home cooks, this innovative packaging takes center stage in the fiercely competitive realm of culinary essentials, promising an elevated cooking journey.



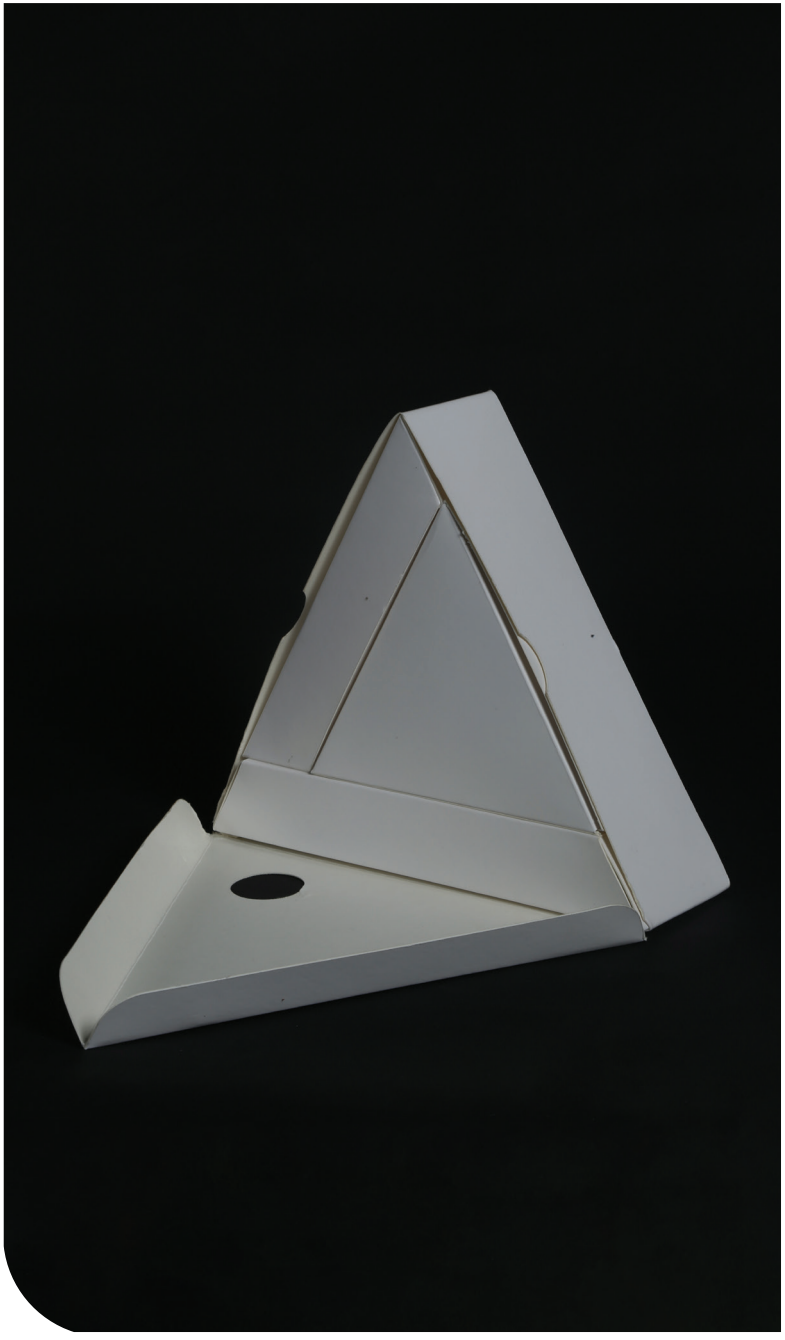
VENURI KAVINDYA

Student Designer

venukavi99@gmail.com | 0768468861

Client : Almugni Holdings (Pvt) Ltd
Product : Cashew powder with different grain sizes
Material : Glassine pouches, SBS boards

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


TRIUNUTTY





04

CRESCENT CRAFT COLLECTION

Sahan's design for flavored cashew nuts by Almugni Holdings Pvt Ltd effectively caters to the preferences of health-conscious parents and children in the Netherlands. Recognizing the growing demand for personalized choices, Sahan suggests a shift from bulk exports to individual unit packages. Sahan's innovative approach capitalizes on this opportunity, presenting a unique and enchanting concept: "One Pack for Each Day – The Story of Magic in the Garden," a captivating series collection.

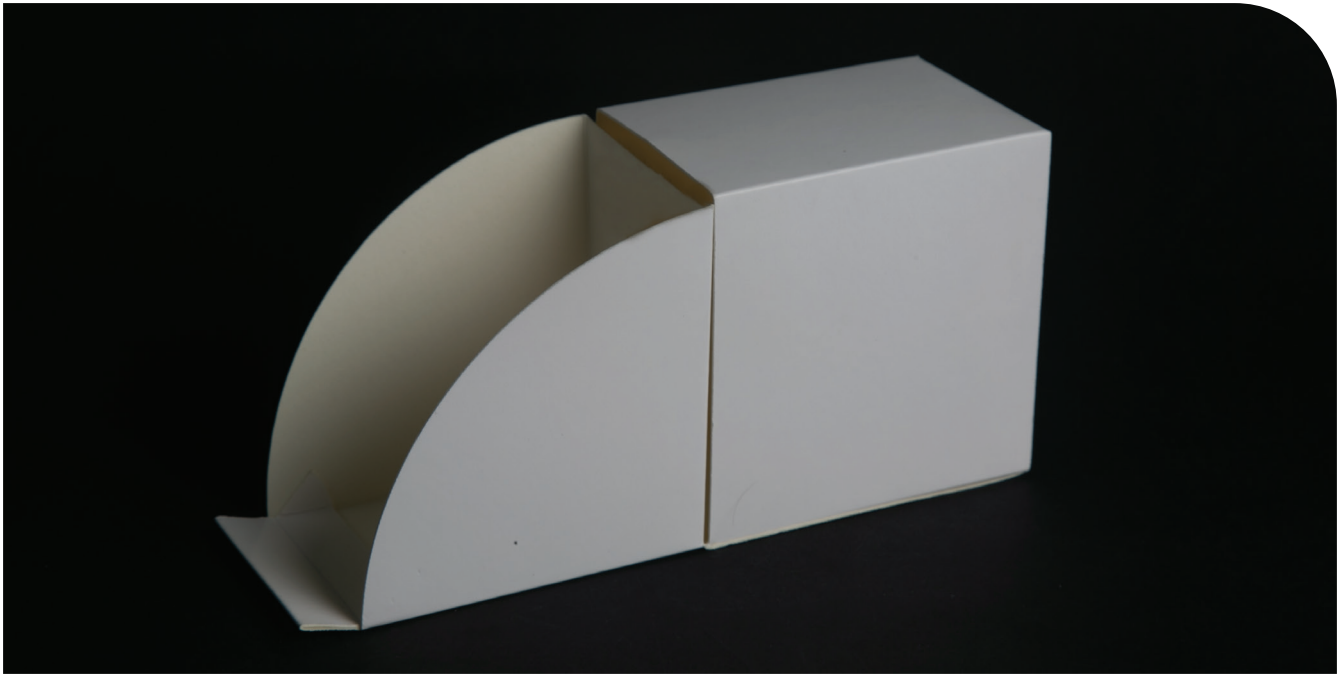
This not only provides a delightful and nutritious snack but also captures the imagination of children, making it an enticing option for their daily school snack. The minimalistic secondary design features child-friendly graphics depicting the origin and nutritional benefits of the cashew nuts. This thoughtful combination of convenience, storytelling, and nutritional guidance not only enhances the product's appeal but also instills a sense of healthy eating habits from an early age.



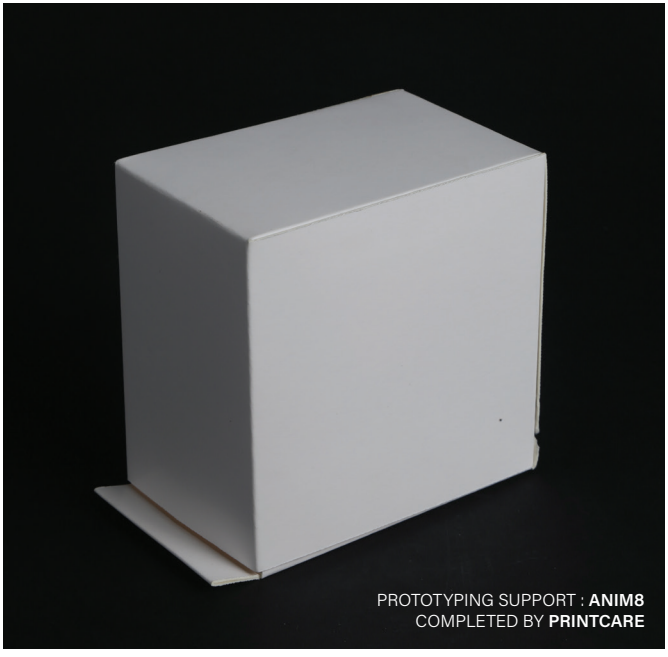
SAHAN HAPUTANTIRI
Student Designer
snhaputantiri@gmail.com | 0702474200

Client : Almugni Holdings (Pvt) Ltd
Product : Flavored cashew nuts
Material : White Duplex back board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**

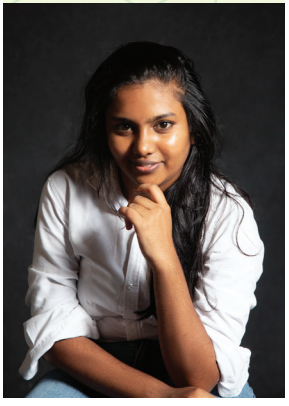

GEZOND
Klaar om cashewnoten te eten
THREE
NEW
FLAVORS
SALTED
roasted
SWEET
honey
SPICY
chilli

05

NUTTYBURST DELIGHTS

Gagani's packaging design for Almugni Holdings Pvt Ltd's flavored cashew nuts is a testament to her creativity and consumer understanding. Leveraging the company's expertise in bulk exports, they also have the potential for individual unit packages to generate additional revenue. Capitalizing on the opportunity to tap into the unit package market, she crafted an enticing gift pack comprising assorted flavors.

What makes her design truly innovative is its dual purpose – the packaging effortlessly transforms into a board game, offering entertainment while savoring the delicious cashew nuts. The graphics on the packaging are not just visually appealing; they ingeniously depict the movement of the cashew nuts, guiding users through the interactive game. This thoughtful combination of flavors, entertainment, and engaging visuals caters to consumers' preferences for game nights and gifting, making the product a standout choice for those seeking both taste and enjoyment in a single package.



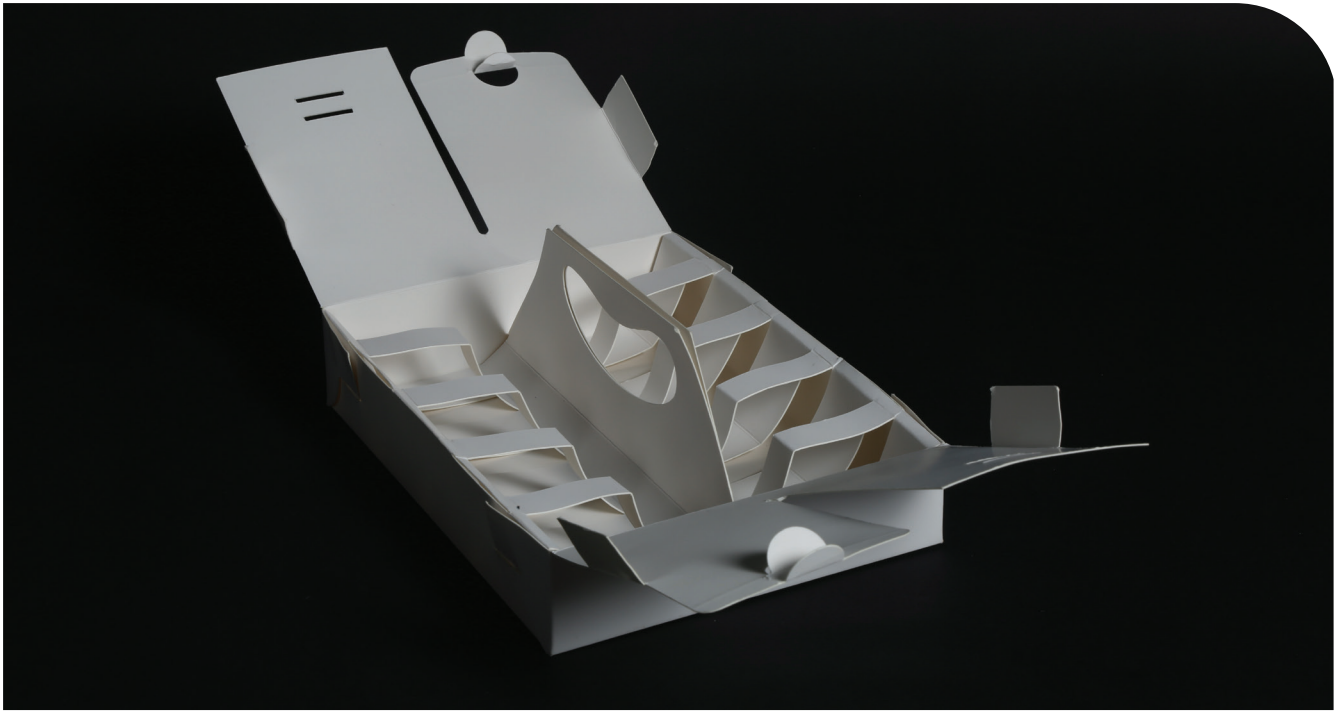
GAGANI HERATH

Student Designer

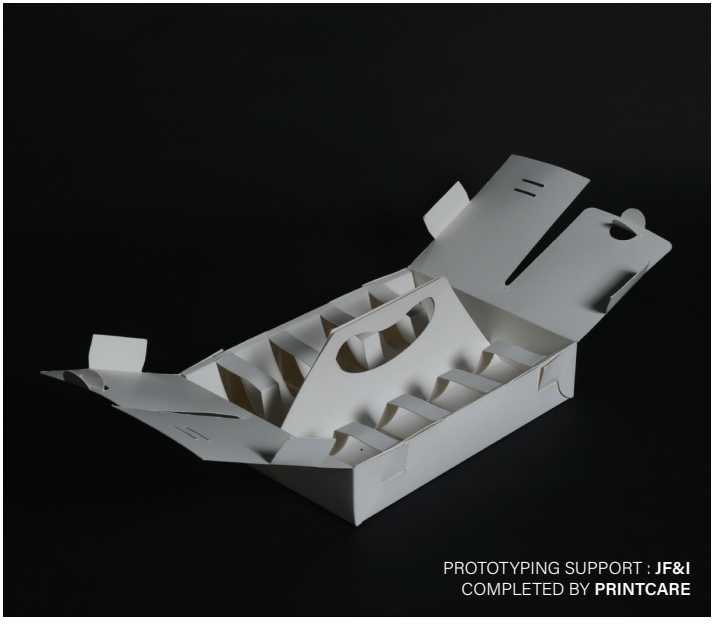
gaganisupunsara20@gmail.com | 0705798056

Client : Almugni Holdings (Pvt) Ltd
Product : Flavored cashew nuts
Material : Vacuum pack, Duplex Paper
Gray Backboard(300gsm)

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa

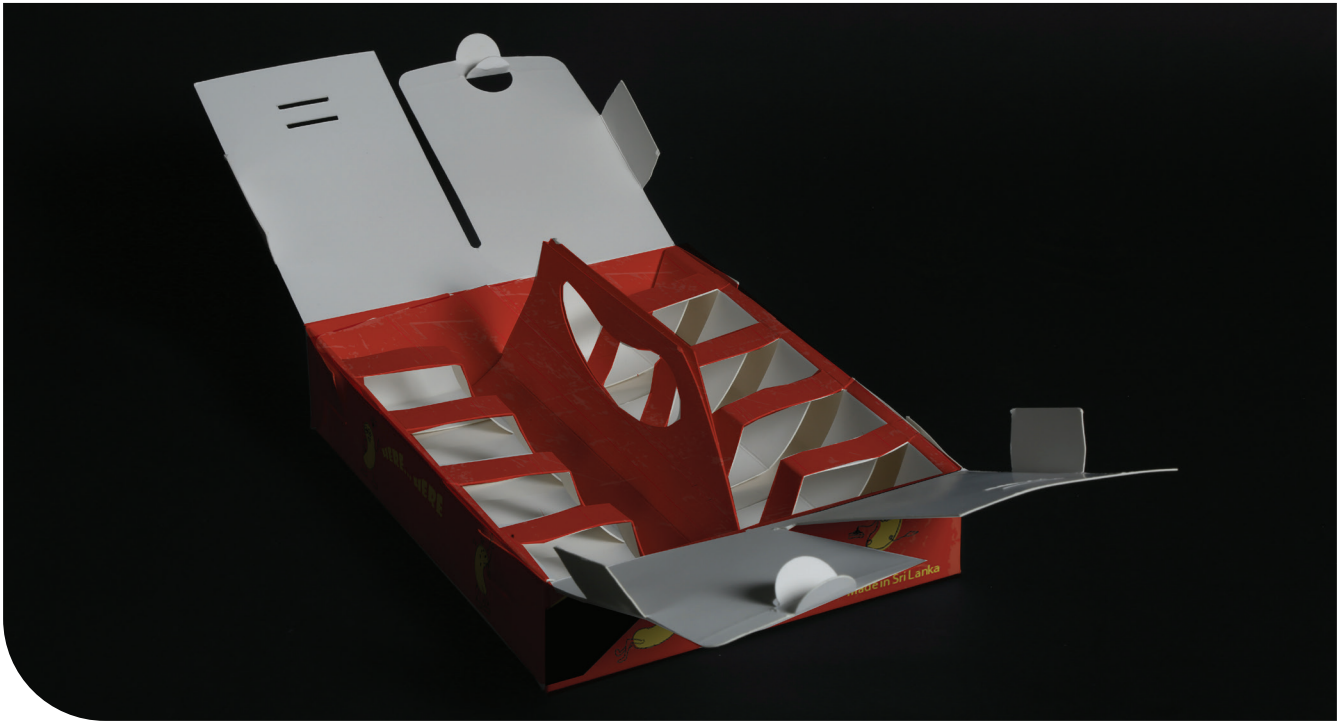






PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


HERE... HERE
Made in Sri Lanka


Made in Sri Lanka

06

MYCO-MUNCH

In response to the demands of health-conscious Belgian millennial commuters, Amabhashini has introduced a pioneering packaging concept for Star Mushroom Pvt Ltd, redefining the way nutritious snacks are enjoyed during daily transit routines. Focused on the growing market demand for healthy, minimally processed superfoods, her design caters to the need for responsible consumption while on the go. The packaging enhances the user experience by incorporating a feature that allows the packaging to expand when opened, providing ample space for easy access to the delicious, nutritious contents.

This innovative approach aligns with the fast-paced lifestyles of millennial commuters, enabling them to enjoy a satisfying snack without compromising their health-conscious choices. The packaging's adaptability, allowing commuters to increase its size for added convenience during transit, reflects an understanding of the users' need for practicality and ease of use. By seamlessly integrating safety, convenience, and responsible consumption, her design elevates the snacking experience.



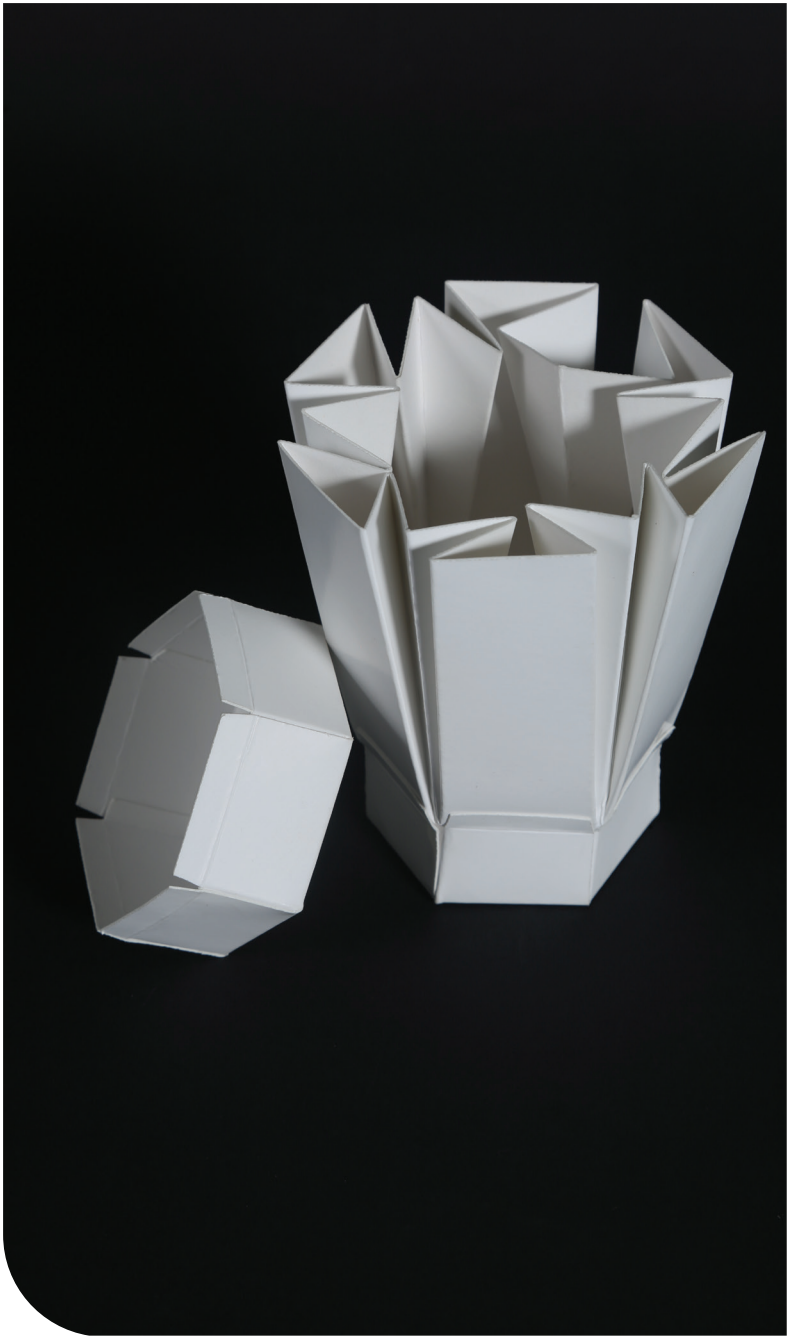
AMABHASHINI RATHNAYAKE

Student Designer

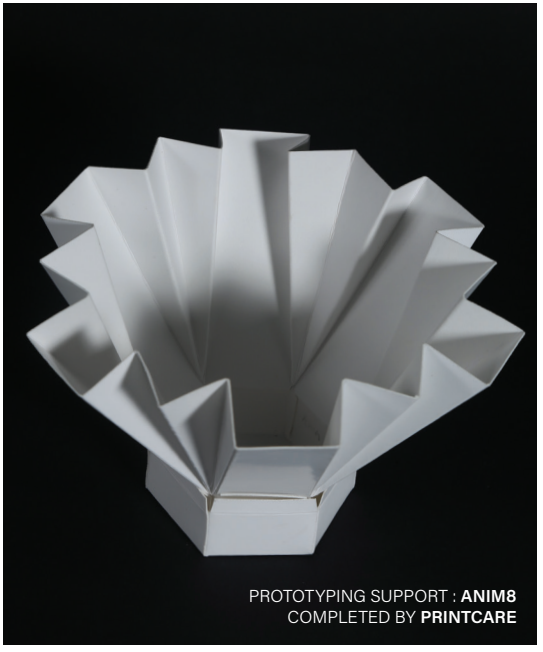
rathnayakeama0281@gmail.com | 0715603252

Client : Star Mushroom (Pvt) Ltd
Product : Dehydrated oyster mushroom crisps seasoned with mushroom powder
Material : PE-coated craft board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


MYCO-MUNCH
Shroomful Crunch in Every Bite
MUSHROOM CRISPS
Manufactured by
STAR


MYCO-MUNCH
Shroomful Crunch in Every Bite
MUSHROOM CRISPS
100g NET

07

MYCELICO

In Shanilka's visionary proposal, Star Mushroom Pvt Ltd is on the brink of a groundbreaking transformation. Shanilka's innovative approach combines creativity and environmental consciousness, ushering in a new era of sustainable packaging solutions. Recognizing the demand for dehydrated oyster mushrooms and aligning with the company's philosophy of biodegradability, Shanilka opted for a zero-plastic approach. The package is crafted from mycelium. This innovative use of biodegradable material not only reduces environmental impact but also showcases a circular economy model, where the packaging material is a natural byproduct of the product(mushroom).

By taking any form based on the proposed mold, mycelium allows for versatile and creative packaging designs while remaining eco-friendly. This eco-conscious packaging solution resonates especially well with environmentally aware consumers in the EU who prioritize sustainability. The positive response to biodegradable materials among users further emphasizes the effectiveness of Shanilka's approach. By integrating mycelium-based packaging, the design contributes significantly to reducing plastic waste and promoting a greener future.



SHANILKA ATHTHANAYAKA

Student Designer

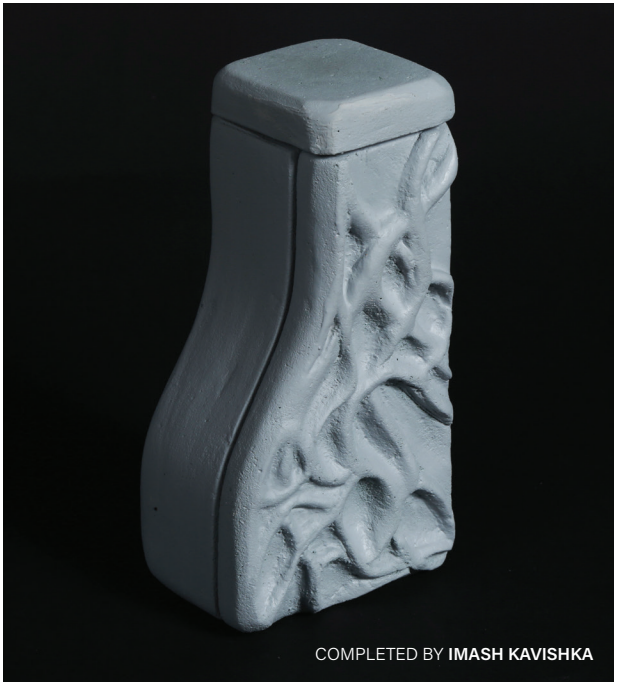
shanilkaaththayanaka1999@gmail.com | 0771474521

Client : Star Mushroom (Pvt) Ltd
Product : Dehydrated Oyster Mushroom
Material : Mycelium mould

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







COMPLETED BY **IMASH KAVISHKA**


100% BIODEGRADABLE
MY CELICO
dehydrated mushrooms
50g

08

FUNGI FRESCO

Star Mushroom Sri Lanka produces value-added mushroom-based products. Wageesha, the creative mind behind Fungi Fresco, has ingeniously designed a package tailored for health-conscious individuals in the Netherlands, focusing on their concern for weight loss and preference for naturally grown products. Understanding the importance of a smooth supply of natural, dehydrated mushroom products, her design embodies the essence of natural harvesting. Each packaging box is designed to function like a portion, offering consumers various portion sizes that can be easily incorporated into their healthy meals. Each box features a precise quantity of grams, clearly outlining the recommended consumption. Packed with dehydrated oyster mushrooms, consumers can effortlessly rehydrate these organic delights, transforming their culinary endeavors with a touch of gastronomic excellence.

The packaging radiates authenticity, skillfully suggesting the organic essence of the product nestled within. It communicates the raw and unprocessed nature of the mushrooms, forging a profound connection for health-conscious individuals with the roots of their nourishment. Infused with elements that echo the earthy ambiance of a mushroom farm and the vibrant journey of growth, it invites users to embrace a heartfelt connection with the very origin of their chosen nutriment.



WAGEESHA SURAWEERA

Student Designer

janahansisuraweera@gmail.com | 0767095323

Client : Star Mushroom (Pvt) Ltd
Product : Dehydrated Oyster Mushroom
Material : PLA coated board 300gsm

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **DESIGN LOGICS CONNECT**
COMPLETED BY **PRINTCARE**


Fungi Fresco
The Nature's Pickings
Dehydrated Mushroom
5 Grams Per Potion Box
10$
Explore More



09

MESHROOM

Nirmani's innovative packaging design for Star Mushroom Pvt Ltd's dehydrated oyster mushrooms is a strategic response to the surging demand for meat substitutes. Simultaneously, it harmoniously accommodates the contemporary need for hassle-free rehydration solutions, showcasing a keen understanding of the market's evolving dynamics. Tailored for Vegan and vegetarian enthusiasts in France who enjoy cooking, the packaging showcases a user-centric design that streamlines the rehydration process.

Elevating the user experience, this particular design ensures an effortless rehydration of mushrooms, expertly separating them from the delicious broth. Moreover, it includes a container featuring an integrated strainer, impeccably separating the broth for an ideal restoration process, allowing the consumers to embrace a culinary journey where convenience meets precision. This innovation not only simplifies the rehydration process but also enhances the overall user convenience. The packaging doesn't just stop at convenience; it promotes sustainability by utilizing an easy-to-handle and store paper container.



NIRMANI WAIDYARATHNE
Student Designer
Imeshanw2gmail.com | 0765541876

Client : Star Mushroom (Pvt) Ltd
Product : Dehydrated Oyster Mushroom
Material : PLA coated board 300gsm

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


MESI ROOM
SLICED MUSHROOM
+
MESI ROOM
DELICIOUS
DEHYDRATED
OYSTER MUSHROOM
50g

10

AWAKENING BALANCE

Vidasha's Black Pepper Essential Oil proposal at Greenshine Global Holdings Pvt Ltd is more than just a new product; it signifies a purposeful expansion into the aromatherapy market, with a keen focus on meeting the needs and preferences of the young adult consumer base in France. Recognizing the unique aroma and chemical composition of Sri Lankan black pepper, she seizes the market opportunity in Europe, where there is a growing demand for essential oils. The distinguishing feature is the product's potential as a natural remedy for anxiety and depression, aligning with the prevalent concerns among young adults in Europe. By branding Sri Lankan Black Pepper, she taps into the need for an inside treatment that provides Awakening Balance.

The packaging design is a prism-shaped container that opens on both sides with equal composition. This unique design not only enhances the user experience but also symbolizes the equilibrium that the product aims to bring to the users' lives. The prism-shaped container, designed to reveal the product symmetrically while opening, mirrors the essence of balance and harmony. This intentional design choice not only showcases the product in an engaging manner but also reinforces the experience of awakening balance that Vidasha envisions for the consumers.



VIDASHA INDURANPITIYA

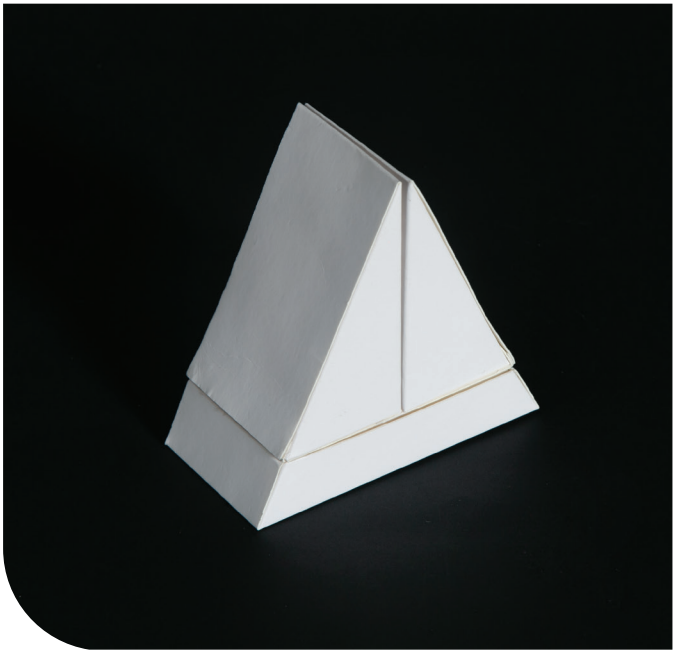
Student Designer

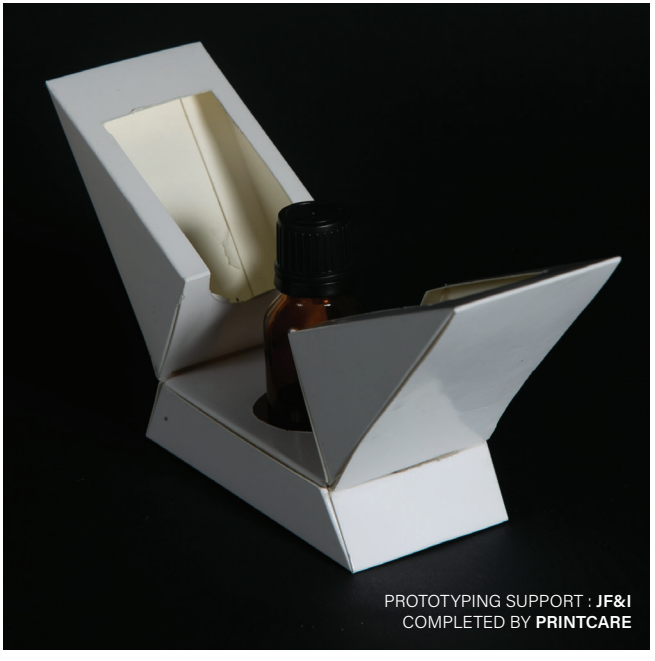
induranpitiyavidasha@gmail.com | 0705567055

Client : Greenshine Global Holdings (Pvt) Ltd
Product : Black pepper essential oil as an inside treatment
Material : White back board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


Black
Pepper

11

RAALA

Sajitha's packaging design for Greenshine Global Holdings Pvt Ltd's whole black peppercorns not only serves as a vessel for a premium product but also as a means to spread awareness about distinctive Ceylon black pepper varieties like Kohuumbure Rala, Bootawe Rala, and Dingi Rala among high income households in the Netherlands. The focus on branding Ceylon Whole Black Peppercorns with a premium look is evident in the design's aesthetics. The initial presentation in a glass bottle with a grinder ensures the freshness and authenticity of the product.

The cuboid-shaped packaging features three separate compartments designed to hold the distinctive glass bottles, a touch of sophistication. By creating a structure that showcases each Ceylon black pepper variety individually, Sajitha's design invites consumers to explore the diverse flavors and aromas of these premium selections.



SAJITHA VIMUKTHI
Student Designer
Sajithavimukthi4@gmail.com | 0715372223

Client : Greenshine Global Holdings (Pvt) Ltd
Product : Whole Black peppercorns
Material : Glass, White back board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan



PROTOTYPING SUPPORT : **DESIGN LOGICS CONNECT**
COMPLETED BY **PRINTCARE**


RAALA
GEYLON BLACK PEPPER
MADE IN SRI LANKA


DINDI RAALA
BOOMARE RAALA
KOHUKUMBURU RAALA

12

ELUSI PAC

In Ashfa's strategic proposal to Greenshine Global Holdings Pvt Ltd, a remarkable packaging design has been crafted specifically for discerning culinary enthusiasts and chefs in Spain. This innovative solution, caters to the unique needs of a demographic that highly values the freshness and quality of ingredients. Recognizing the underutilized potential of Sri Lankan pepper in European specialty shops, this design serves as a bridge, introducing the distinguished brand of Ceylon pepper to the European market. This strategic move not only enhances the visibility of Sri Lankan pepper but also meets the demands of chefs in Spain who appreciate premium, fresh ingredients.

It stands as the ideal choice for environmentally conscious consumers, offering both convenience and portability. The packaging not only emphasizes environmental sustainability but also showcases practicality and ingenuity. Crafted from a single square sheet without any additional pastings, the package features a unique folding method, adding to its innovative design. This simplicity enhances ease of use, making it a hassle-free choice for chefs, while also contributing to reducing environmental impact.



ASHFA HAMEED
Student Designer
ashfahameed5611@gmail.com | 0783734150

Client : Greenshine Global Holdings (Pvt) Ltd
Product : Whole black peppercorns
Material : Recycled Paper

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


CEILAN ZEST
Bring Taste To Life
BLACK PEPPER

13

PEPPER ISLE

Dasuni's collaboration with Greenshine Global Holdings Pvt Ltd has resulted in a packaging design that celebrates the authenticity and uniqueness of Ceylon black peppercorns. In response to the users' preference for daily consumption and familiarity with the distinct pungency of Ceylon pepper, the design stands out as a beacon of quality. The packaging not only highlights the Ceylon pepper brand but also emphasizes its intrinsic value.

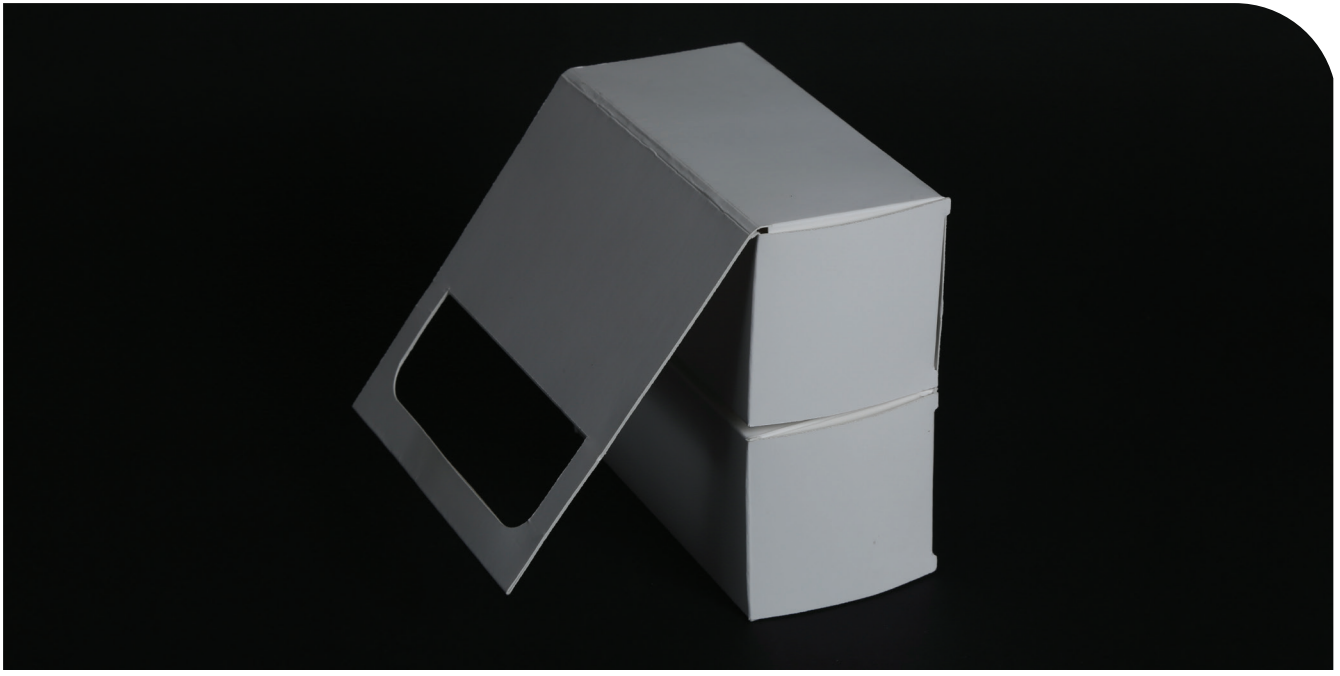
What makes this packaging truly innovative is its dual functionality. It accommodates both the main pepper container and a refill pouch, giving consumers the flexibility to use them together or independently. This thoughtful design not only ensures the freshness of the product but also promotes sustainability by encouraging the use of refill pouches, reducing environmental impact. Package design caters to a specific culinary audience. It is specially tailored for Asians in Europe who incorporate pepper into their daily cuisine.

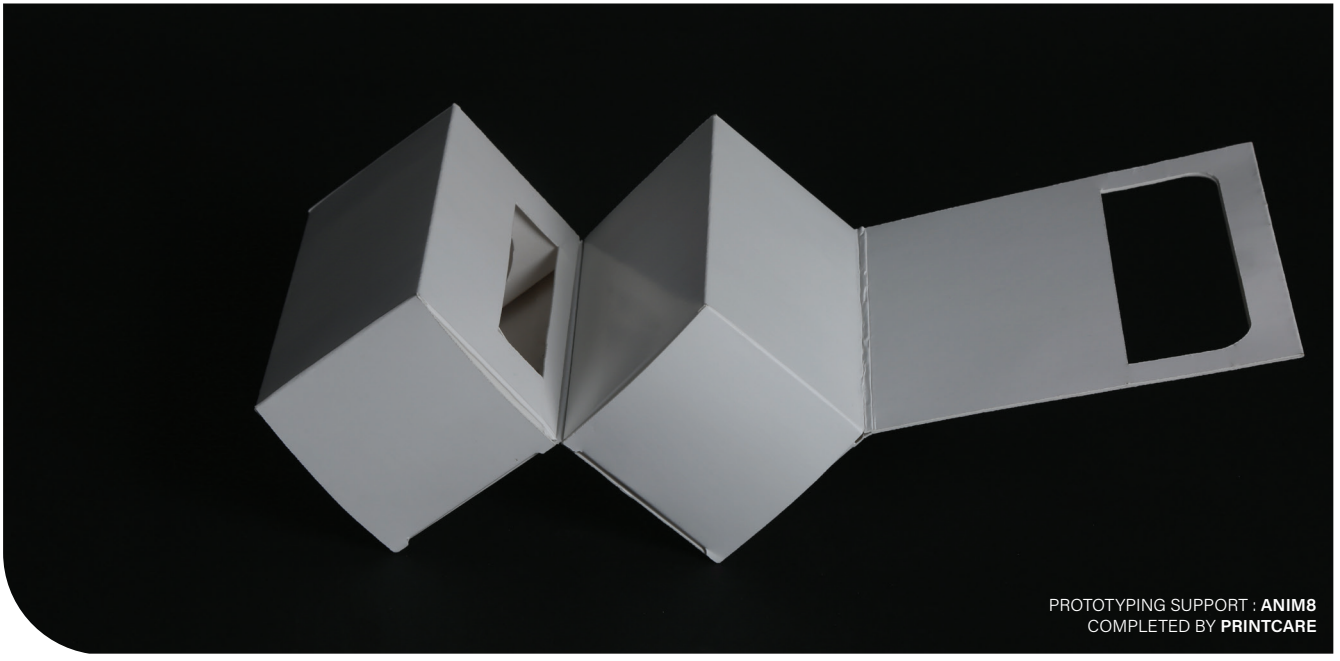


DASUNI KOBOMELLA
Student Designer
dasunih2so4@gmail.com | 0763321021

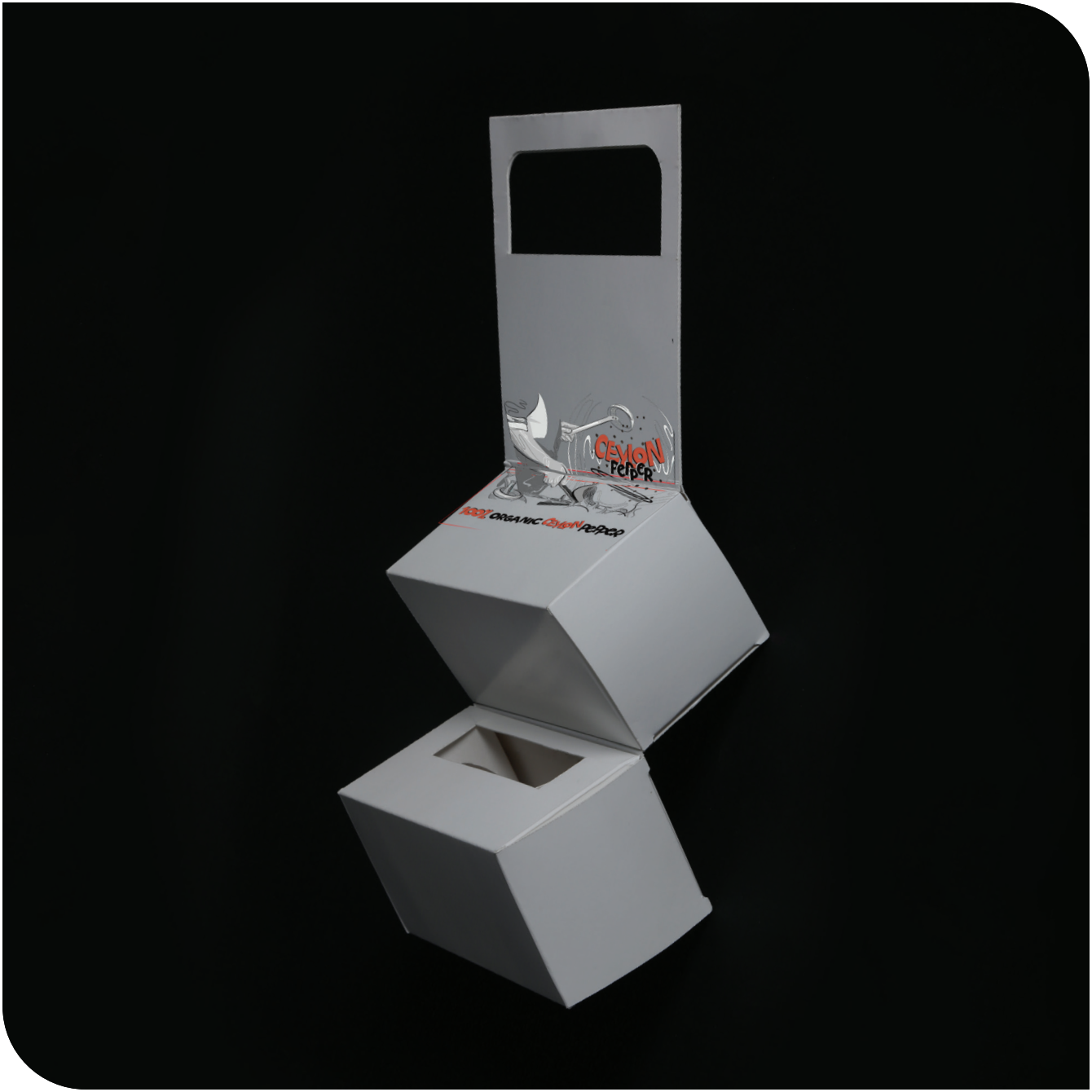
Client : Greenshine Global Holdings (Pvt) Ltd
Product : Whole black peppercorns
Material : White Backboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan





PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**

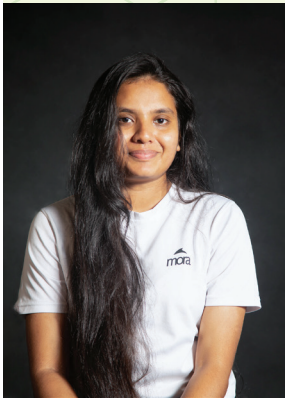

CEYLON
PEPPER

14

HANDYPEP

Addressing the growing desire for organically grown spices, Devindi's packaging design for Greenshine Global Holdings Pvt Ltd's whole black pepper is meticulously designed to meet the discerning preferences of home cooks seeking premium culinary ingredients. The packaging serves as a convenient and hassle-free solution, acknowledging the needs of modern home cooks who prioritize both quality and ease of use in their kitchen endeavors. The story of organically sourced or homegrown black pepper is communicated through the design, tapping into the growing trend of consumers wanting to connect with the origins of their food.

Devindi's thoughtful inclusion of a spout in the PE-coated cardboard packaging adds a layer of functionality, allowing users to dispense the black pepper with precision, minimizing waste and ensuring a mess-free cooking process. This design choice enhances the convenience of the packaging and reinforces the commitment to providing a high-quality product that resonates with the values of home cooks seeking organically grown spices.



DEVINDI SAMARAKOON
Student Designer
devindinsamarakoon@gmail.com | 0773143034

Client : Greenshine Global Holdings (Pvt) Ltd
Product : Whole Black Peppercorns
Material : PE-coated cardboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan



PROTOTYPING SUPPORT : **DESIGN LOGICS CONNECT**
COMPLETED BY **PRINTCARE**


Ceylonoire
homegrown goodness from ceylon
Premium Black Peppercorns
(Piper nigrum)
100g
SCAN ME
Elevate Your Culinary Experience with 'Ceylonoire'. Sourced from the lush home gardens and forest gardens of Sri Lanka, our premium-grade black pepper embodies the pinnacle of quality. Renowned for its superior taste and harvested sustainably, our organic produce supports small-scale and family-owned farms, ensuring ethical cultivation practices while delivering exceptional flavor to your dishes.
Nutritional value
Nutrients
Cal
Fat(g)
Carbohydrates(g)
Protein(g)
Potassium
Sodium(mg)
Value/100g
252
3.3
64
10
20
1329
Storage Instructions
Store in a cool dry place away from moisture and heat.
Packed and Marketed by
Greenshine Global Holdings (PVT) Ltd.
No 360,
Daulugala,
Pilimathalawa Rd,
Danhuru,
Sri Lanka.
Feedback and Queries
+94771206464
Batch No
Packaged date :
Best Before :
www.greenshineglobal.com
100% BIO
SCAN ME

15

AMBROSIA MEDLEY

Prathibha, the innovative mind behind RHS Zone's success with Wild Bee Honey, has astutely recognized a lucrative opportunity in the European market. Leveraging their expertise in honey production, she has envisioned a bold expansion – the Pantheon Collection. This new line of Value Added Honey Syrups is meticulously crafted to cater specifically to the discerning tastes of European home cocktail enthusiasts.

The innovative Pantheon Collection packaging comprises four elegant glass bottles, each representing a Greek deity's personality. This sophisticated presentation not only enhances the syrups' allure but also ensures their preservation. What sets this packaging apart is its practicality. Designed as a four-in-one pack with minimal pasting and a convenient carry handle, it offers easy organization and portability. This thoughtful approach not only caters to the convenience needs of the users but also positions the Pantheon Collection as a premium choice. The Pantheon Collection is a harmonious blend of ancient mythology and modern convenience, redefining the cocktail experience for discerning consumers.



PRATHIBHA FONSEKA
Student Designer
nipuniprathibha99@gmail.com | 0774867687

Client : RHS Zone (Pvt) Ltd
Product : A collection of value added honey syrups
Material : Corrugated board, Food Grade
Glass bottles, Cork Lids

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**

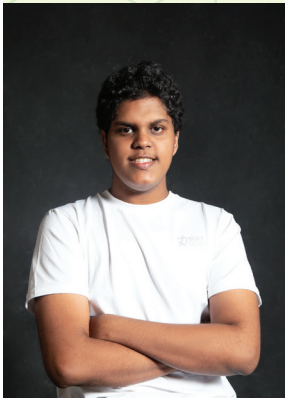

Minerva's Amla Fusion Honey
A tantalizing blend of amla's tangy delight and honey's golden embrace to enchant the soul.
Venus's Date Delight Honey
Sweet and luscious, with the rich sweetness of dates to capture the essence of romance and indulgence.

16

HEXADISPENSE

In Pamod's groundbreaking proposal to RHS Zone, a revolutionary product has emerged in the European market: honey infused with the exquisite essence of cinnamon. This unique offering not only tantalizes taste buds but also brings a host of health benefits, making it a rare gem in the market. What sets this product apart is its innovative packaging design. Pamod has created a dispenser containing 30 clear sachets filled with this exquisite blend.

Each sachet is perforated, allowing for easy separation and controlled portions. This convenient packaging ensures freshness and ease of use, catering to health-conscious individuals who value natural and organic products. Pamod's design not only reflects innovation but also signifies a shift in consumer preferences, elevating RHS Zone's reputation as a provider of premium, health-focused products in the European market. With its unique flavor profile and health benefits, this product promises to capture the attention of discerning consumers, setting a new standard for indulgence and well-being.



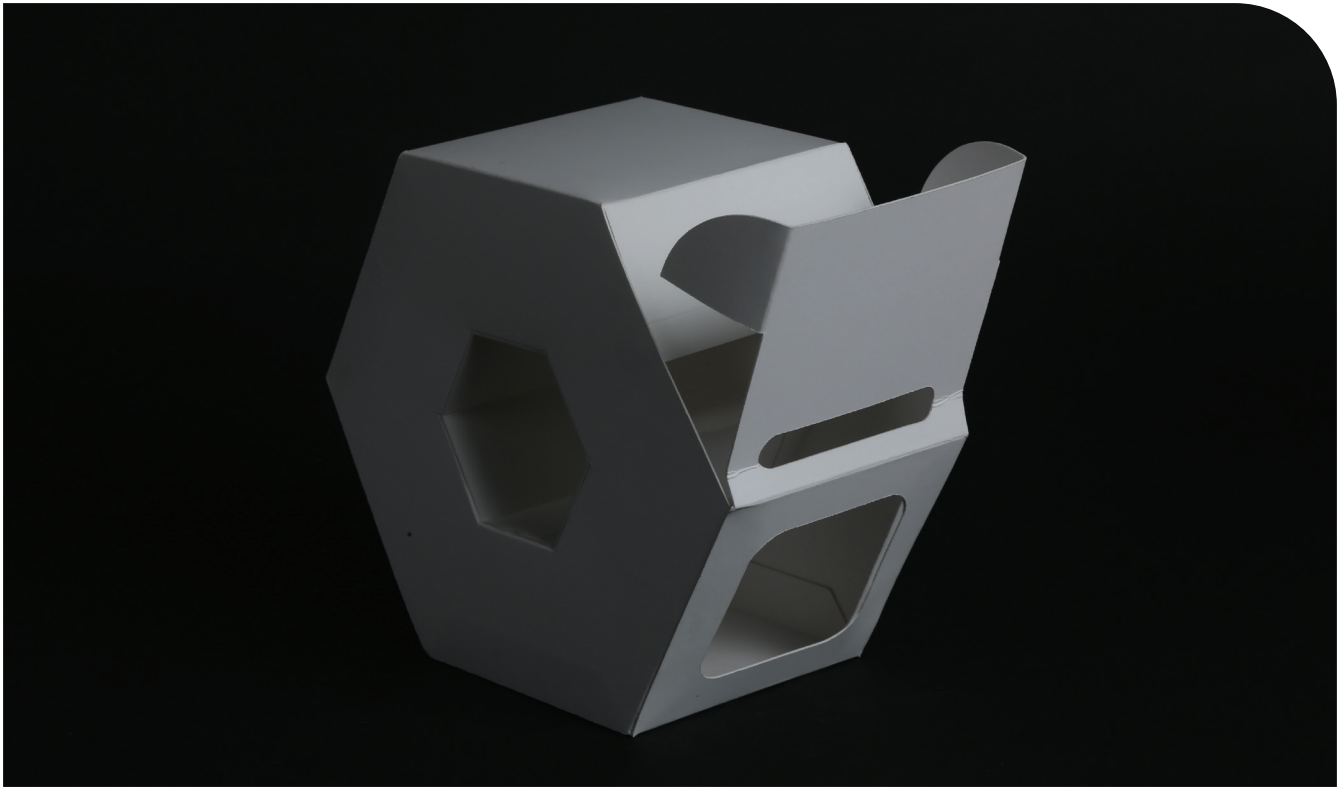
PAMOD MATHEESHA

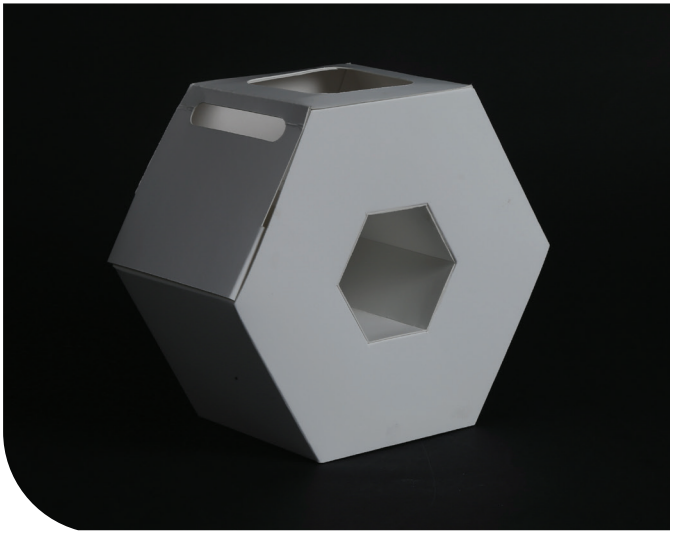
Student Designer

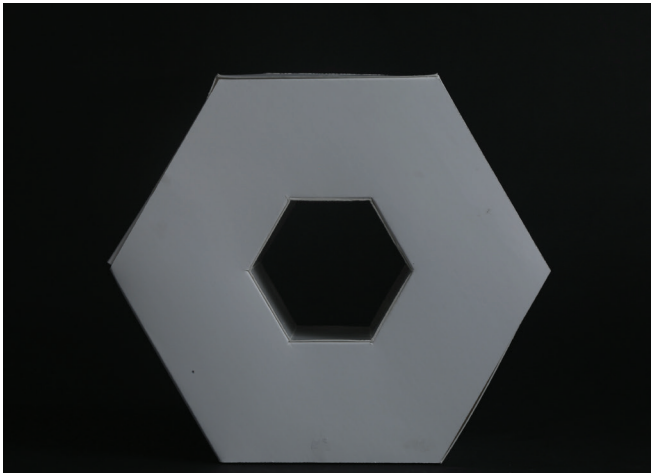
pamodmatheeshakoku@gmail.com | 0714520253

Client : RHS Zone (Pvt) Ltd
Product : Cinnamon Honey
Material : Grey Backboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **DESIGN LOGICS CONNECT**
COMPLETED BY **PRINTCARE**


HONEYLI
CEYLON
CINNAMON HONEY
Pull Tear And Squeeze
Pull Tear And Squeeze

17

BIZZYBEE

Chehan's visionary pitch to RHS Zone Pvt Ltd brings forth Raw Wild Bee Honey Sachets, strategically tailored for the EU market, with a specific focus on dispelling the existing lack of awareness about honey's role as a natural sweetener. Specifically curated for busy German young adults, Chehan recognizes their preference for natural sweeteners in their day-to-day lives. The primary packaging stands out with its unique trapezoid shape, designed to serve a dual purpose – both for squeezing honey into beverages and for convenient dipping with fruits and nuts. The stackable secondary packaging ensures ease of display and grabs attention with its distinctive shape.

The 15ml sachets, packaged in a curved organic shape resembling a blooming flower, reflect the concept of opening a flower to collect pollen, symbolizing the natural origin of the honey. With 14 sachets providing a two-week supply, the tertiary parallelogram-shaped box serves as an efficient storage solution and also contributes to the overall storytelling aspect of the product. Moreover, Chehan's design goes beyond mere functionality by incorporating a creative and engaging concept. The trapezoid shape of the primary packaging and the blooming flower shape of the secondary packaging add an artistic and visually appealing element to the honey sachets. The overall design not only caters to the practical needs of German young adults but also tells a story, creating an immersive experience for consumers.



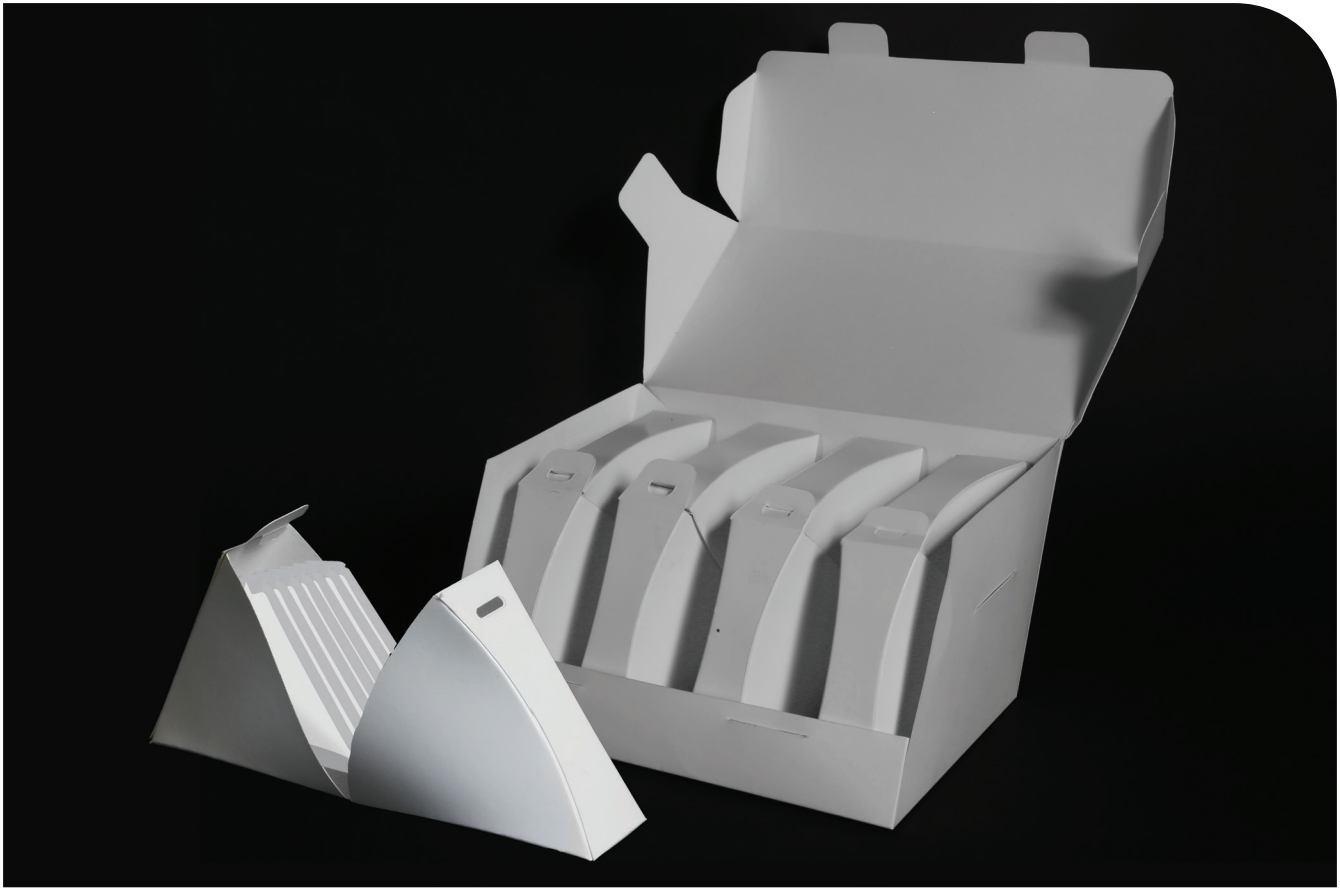
CHEHAN GAMAGE

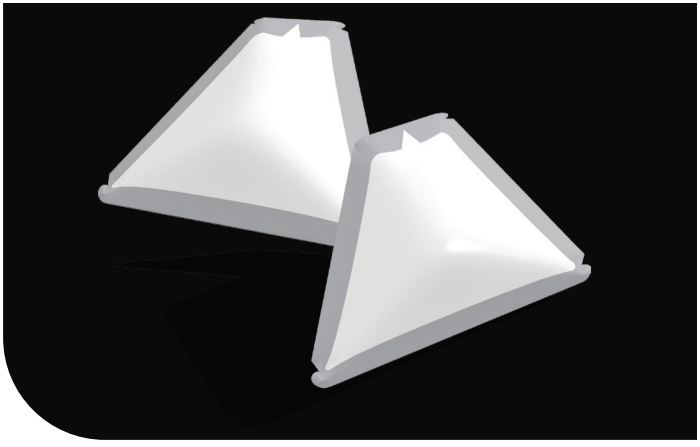
Student Designer

chehancopg@gmail.com | 0712492229

Client : RHS Zone (Pvt) Ltd
Product : Raw Wild Bee Honey
Material : Polypropylene(with Aluminum Foil), Box board, E Flute Corrugated

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


TEAR & SQUEEZE
HONEYLI
BIZZYBEE
SQUEEZY-DIP
NET WT. 0.5 oz(13g)
TEAR & DIP
Product of
Sri Lanka
honeyli.com
Ingredients : Raw Honey


HONEYLI
BIZZYBEE
SQUEEZY-DIP
Bees & Wild Flowers


HONEYLI
BIZZYBEE
SQUEEZY-DIP
Bees & Wild Flowers


HONEYLI
BIZZYBEE
SQUEEZY-DIP
Bees & Wild Flowers
100% NATURAL
RAW AND UNFILTERED
WILD HONEY
SACHETS TO GO
Sweet Delicious
Lovingly made by giant

18

HAUNTED TREATS

Sanuda's visionary proposal for Cashew Honey Lollipops at RHS Zone Pvt Ltd unveils a unique approach to confectionery production, poised to elevate the company's offerings. Tailored for children in Germany, the Halloween-themed packaging is a delightful fusion of creativity and functionality. Recognizing that many children dislike raw honey, this confectionery product offers a delicious and enjoyable way for children to benefit from the goodness of honey while avoiding the taste aversion commonly associated with traditional medicinal remedies.

Sanuda's artistic prowess takes center stage, elevating surface graphics to new heights. Drawing inspiration from Halloween character designs, the packaging ensures a delightful and playful consumer experience, introducing an element of surprise and joy for the younger demographic. The incorporation of a mystery box, unveiling four distinct containers designed in the likeness of beloved Halloween characters, not only captivates the imagination but also reflects Sanuda's meticulous attention to detail. With a strategic focus on graphical elements, minimal pastings, and recyclability, the packaging emerges as a standout in the competitive confectionery market.



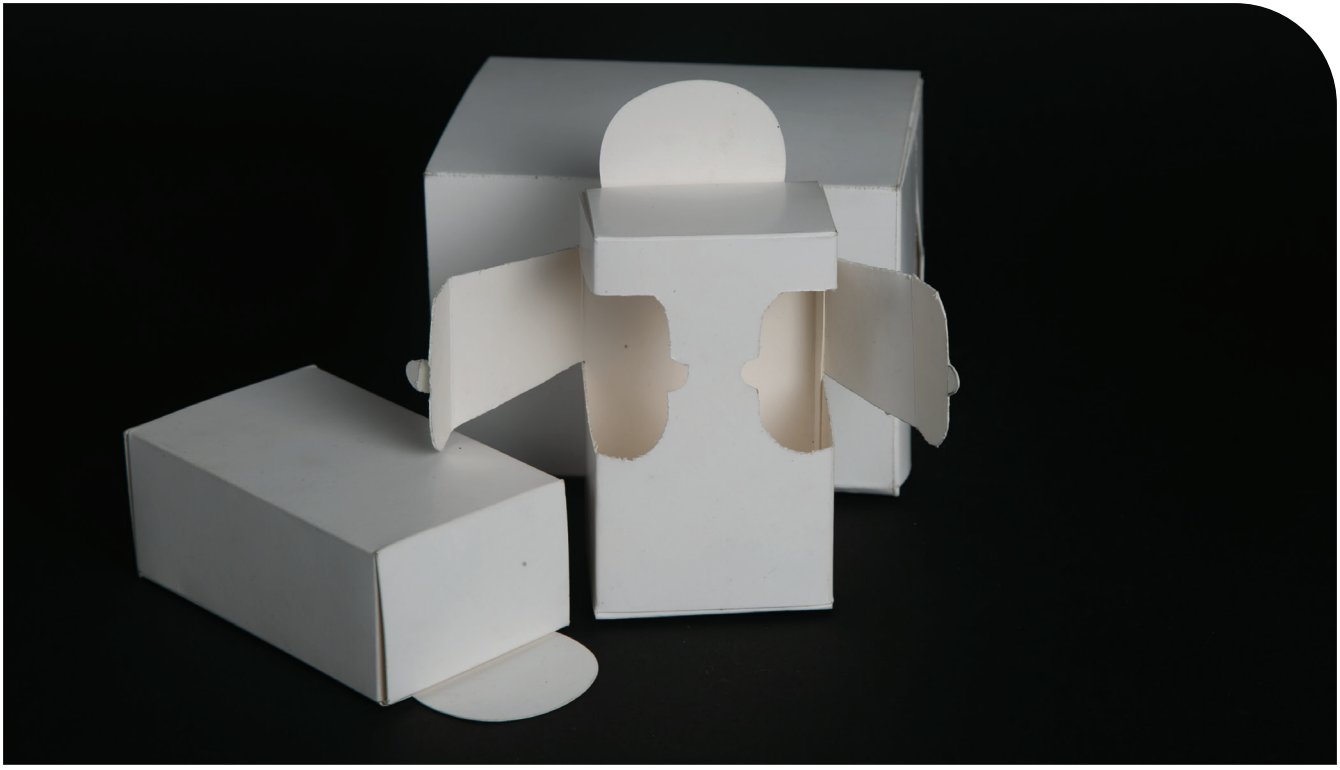
SANUDA FERNANDO

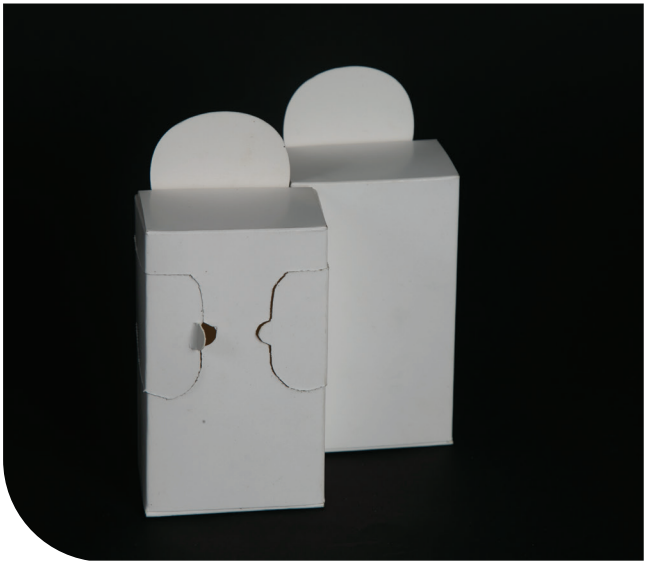
Student Designer

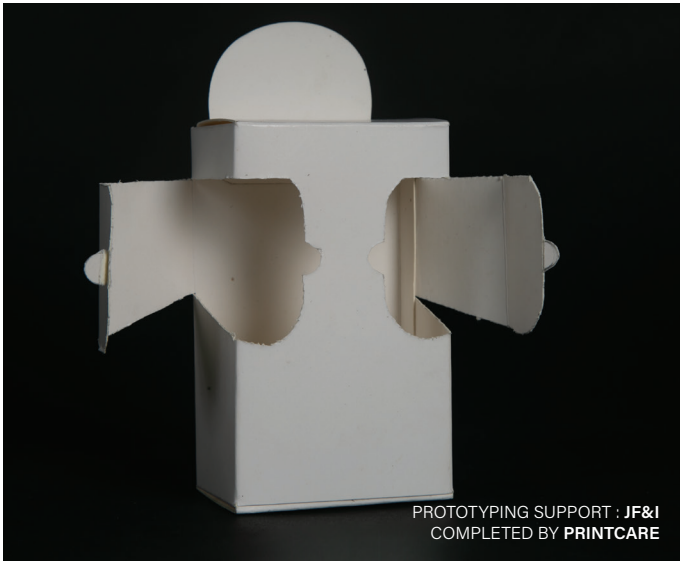
sanudafernandez@gmail.com | 0711241238

Client : RHS Zone (Pvt) Ltd
Product : Cashew honey lollipops
Material : Box board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**



19

LUNAR HARMONY

Nilaal's innovative packaging design for Honey Wellness Shot Drinks of RHS Zone Pvt Ltd reflects a profound understanding of holistic living and menstrual health, catering specifically to women in Germany. Recognizing the market gap for products addressing menstrual health, her design delivers a high-quality wellness solution. The packaging itself is strategically balanced on the edge, creating an engaging visual angle that motivates daily consumption. This design encourages regular use and diminishes the lack of awareness surrounding the female body's changes during the menstrual cycle.

Drawing parallels between the product's consumption and the moon cycle adds a thoughtful and symbolic touch, connecting the natural rhythms of the body with the lunar phases, and enhancing the overall holistic experience for the users. The detail extends to the secondary packaging, a cube-like structure with a unique balanced surface and a circular window displaying the moon's phases. This design approach adds an aesthetic appeal and educates, visually representing the different stages of the menstrual cycle.



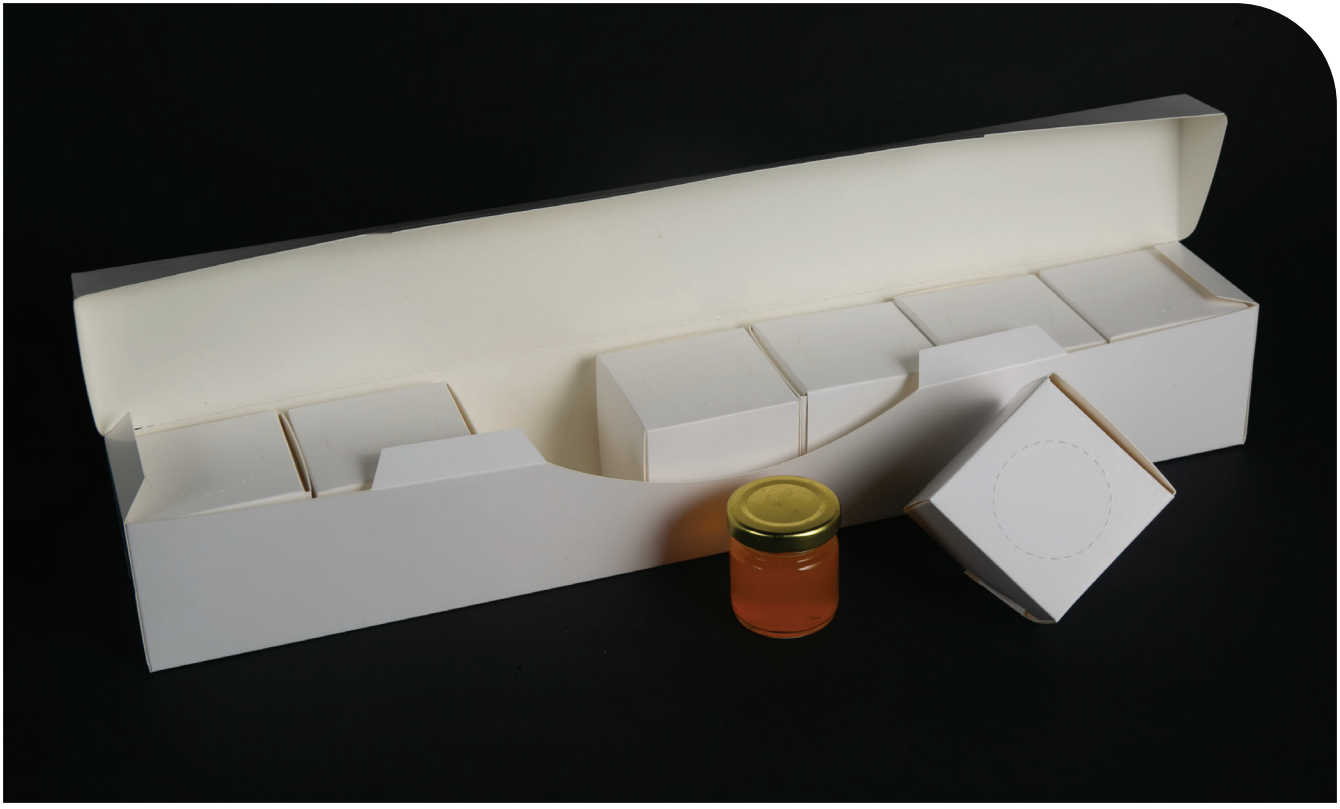
NILAAL ELAMPOORANAN

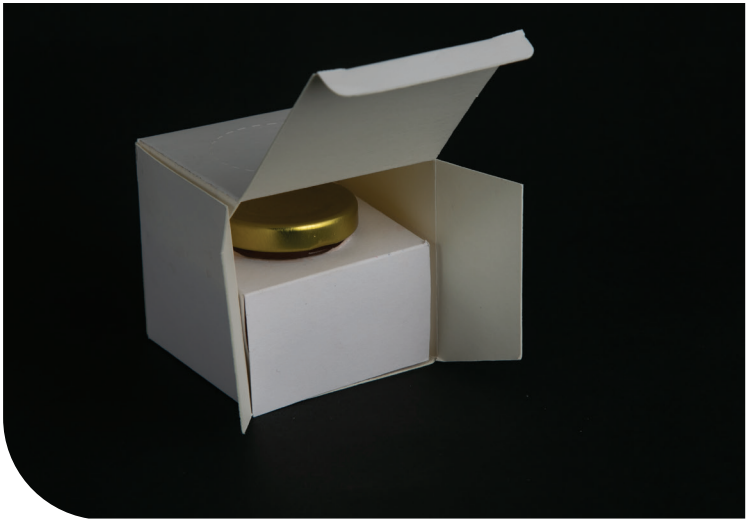
Student Designer

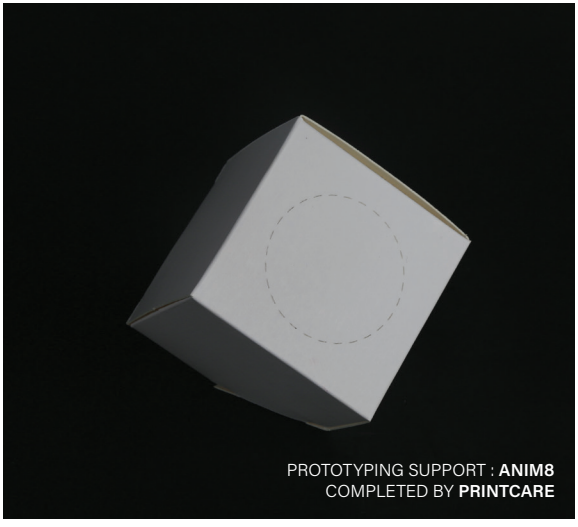
nilaalelam10@gmail.com | 0779327613

Client : RHS Zone (Pvt) Ltd
Product : Honey shot drink
Material : Glass, 300gsm Kraft paper

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


Ingredients
1. AMLA
2. HONEY
3. GINGER

20

JACKTEAR BLISS

Hansangi's proposal to Worga Naturals Pvt Ltd has meticulously curated a packaging design for Green Jackfruit Meatballs, specifically tailored to captivate the vegan community in Germany, with a special focus on young vegan females. At the core of Hansangi's innovative approach lies a vacuum pack, a carefully chosen method that not only prolongs the product's shelf life but also preserves its unmatched quality and freshness. This ensures that consumers can enjoy the Green Jackfruit Meatballs at their best, even over an extended period.

The packaging not only meets the functional needs of preserving the product but also aligns seamlessly with the eco-conscious mindset of the vegan community. By combining convenience, visual appeal, and freshness preservation, Hansangi's packaging design sets a new standard enhancing the overall consumer experience for young vegan females seeking delectable and sustainable alternatives.



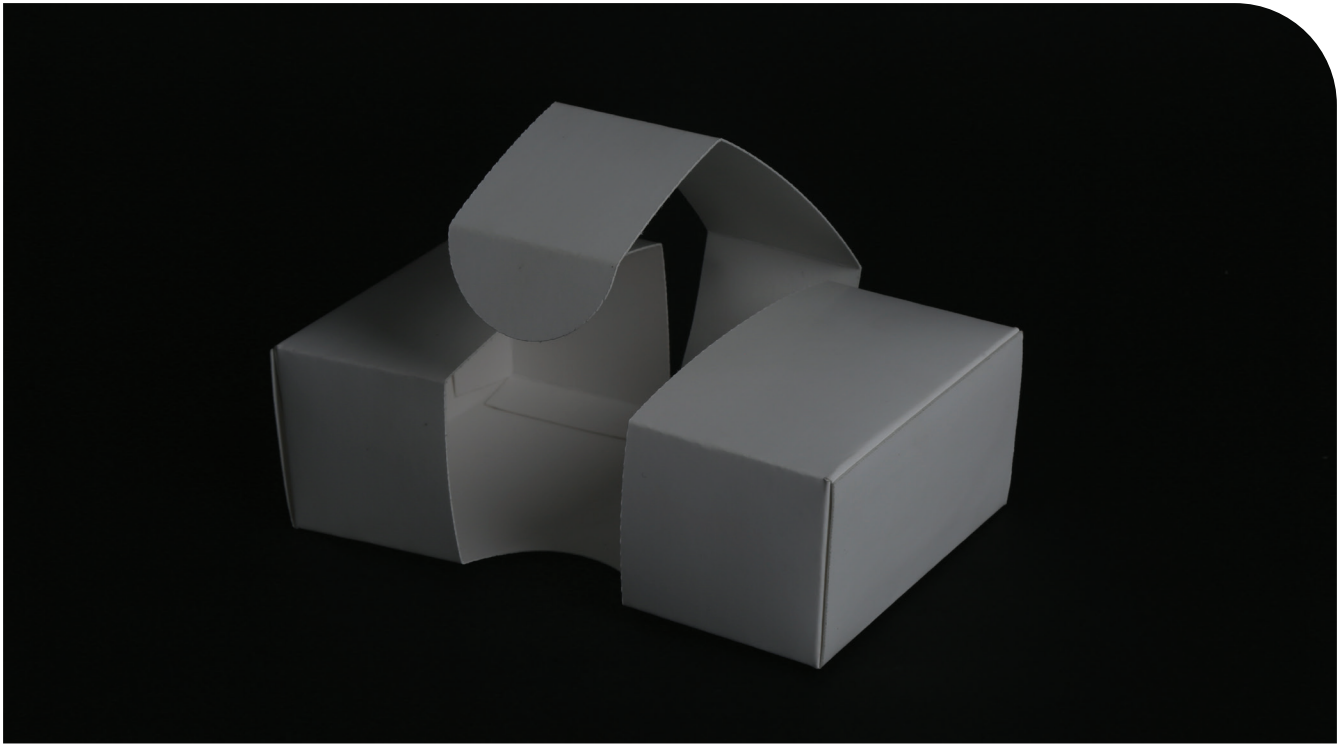
HANSANGI ILLANGAGE

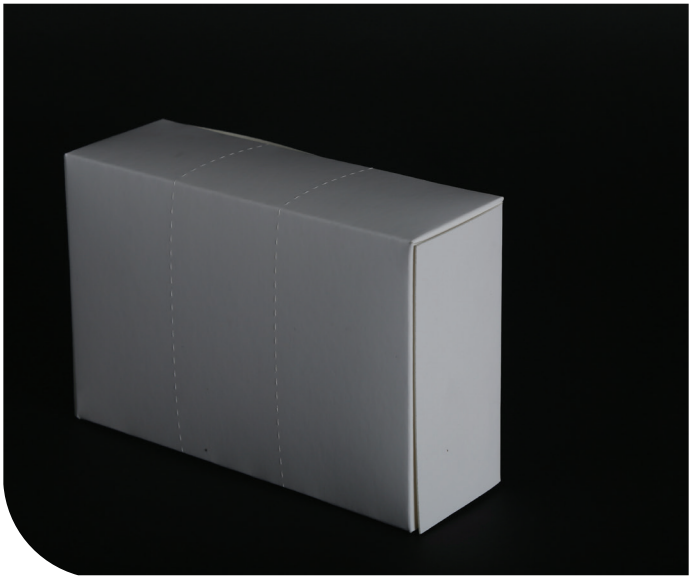
Student Designer

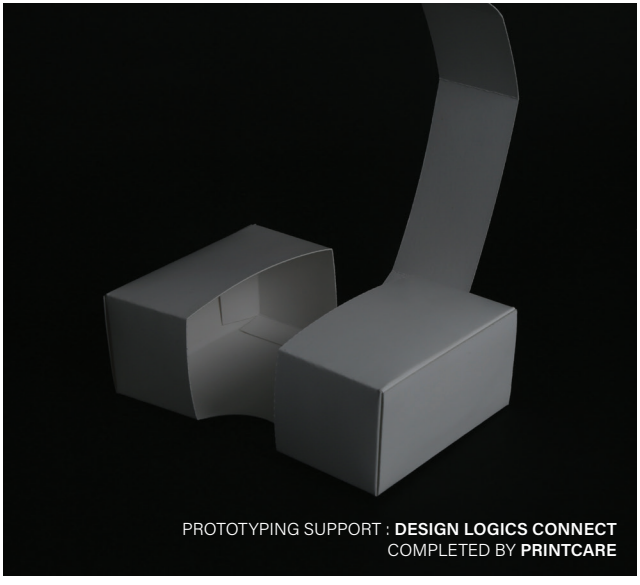
hansangiilangage@gmail.com | 0741187200

Client : Worga Naturals (Pvt) Ltd
Product : Preserved green jack fruit meatballs
Material : Poly Coated Paperboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **DESIGN LOGICS CONNECT**
COMPLETED BY **PRINTCARE**


NATURAL & ORGANIC
JACKY MEATBALLS
100% Vegan
THE BEST CHOICE
Net Weight - 100g
Wenga Naturals (Pvt) Ltd
No: 152/6, Meepanda, Udaraparigama,
Dompe, Sri Lanka (11680)
+94 112 405 190
info@wengaindustries.com

21

ECOBAM BLISS PACK

Surajani's proposal Worga Naturals Pvt Ltd has resulted in an ingenious packaging design tailored specifically for the discerning tastes of German high-end fitness enthusiasts. Her creation of the King coconut wellness shot with honey flavor offers a unique and refreshing experience. What sets her package apart is its thoughtful design, which seamlessly blends user-friendliness and environmental consciousness.

It's crafted from eco-friendly bamboo and caters to the growing demand for eco-conscious products among fitness enthusiasts. The bottle features an innovative lid mechanism. With a simple press, the lid effortlessly opens, ensuring hassle-free access to the invigorating wellness shot. Her design not only focuses on eco-friendliness but also promotes reusability. The bamboo bottle can be easily repurposed as a water bottle, further reducing plastic waste and encouraging a sustainable lifestyle. Its minimalistic yet visually appealing aesthetics appeal to the modern consumer, enhancing the overall user experience.



SURAJANI SILVA
Student Designer
surajanisilva@gmail.com | 0762037787

Client : Worga Naturals (Pvt) Ltd
Product : Honey-flavored King coconut wellness shot
Material : Bamboo

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







COMPLETED BY **IMASH KAVISHKA**


KING COCONUT
Honey Flavoured
WELLNESS SHOT


KING COCONUT
Honey Flavoured
WELLNESS SHOT
NUTRITION FACTS
AVERAGE Qty. Per 100g
Calories 50.2kJ/12Kcal
Total fat 00g
SFAs 00g
Carbohydrates 4.0g
Sugar 2.5g
Protein 0.3g
Salt 0.0g
INGREDIENTS
Organic King Coconut water
Honey
WORGA NATURALS
UKAS-146
Non-EU Agriculture
USDA ORGANIC
100% Vegan
100% Organic
No added preservatives
No artificial colors and flavors
Gluten-free
NATURAL ISOTONIC
THE SPORTS DRINK
Shelf life:
18 months from date of manufacture
Scan me for more information
Mfg. date : DD-MM-YYY
Exp. date : DD-MM-YYY
Control No:
MRP
FACTORY INFORMATION
No. 152/G, Meepavita, Udamapittigama,
Dompe, Sri Lanka (11680)
+94 112 476 190
+94 71 399 2673
info@worganaturals.com
250ML

22

BLOOMARA

Hansika's packaging for Worga Naturals Pvt Ltd has resulted in an exceptional packaging solution for banana blossom slices in brine, catering to the health-conscious elites in Germany. Recognizing the demand for nutrient-rich fish alternatives among health-conscious consumers, her design stands as a testament to innovation and functionality. The primary package, a set of three glass jars, not only ensures the safety and preservation of the products but also enhances shelf visibility, showcasing the premium quality of the banana blossom slices.

This approach not only appeals to the high-end market but also contributes significantly to a positive consumer experience, offering both convenience and assurance of product quality. Hansika's meticulously designed secondary packaging further elevates the overall user experience. Integrating with eco-conscious principles, the minimalist design underscores sustainability, harmonizing convenience and safety. The refined surface graphics transcend mere aesthetics, elevating the packaging to a newer level, thereby enriching the consumer experience. As a perfect example of environmental consciousness, this packaging provides an optimal choice for the health-conscious demographic, seamlessly merging style with substance.



HANSIKA ABHAYARATHNE

Student Designer

mhmabhayarathne@gmail.com | 0712648606

Client : Worga Naturals (Pvt) Ltd
Product : Banana Blossoms in brine
Material : Corrugated board - E flute

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan



PROTOTYPING SUPPORT : **DESIGN LOGICS CONNECT**
COMPLETED BY **PRINTCARE**


WORGA
NATURALS
Best from the Nature
BANANA BLOSSOM
IN BRINE
Net Weight 3 x 400g
BANANA BLOSSOM
IN BRINE

23

RUDIMENTAL

Sanjana proposed the dehydrated organic mango fruit roll-ups packaging design to Worga Naturals Private Limited, recognizing the high demand in the EU market for healthy snacking. Tailored for health-conscious German white-collar workers who prioritize organic choices, her design emphasizes user-friendly convenience. The standable snack packaging aligns seamlessly with the dynamic lifestyle of professionals, allowing them to enjoy a healthy snack casually while working.

The easy-opening feature ensures a hassle-free experience, addressing the needs of on-the-go consumers who seek both health and convenience in their snacks. By incorporating sustainable materials into the packaging, it caters to the preferences of consumers who seek organic food items and aligns with the growing global emphasis on environmentally conscious practices.



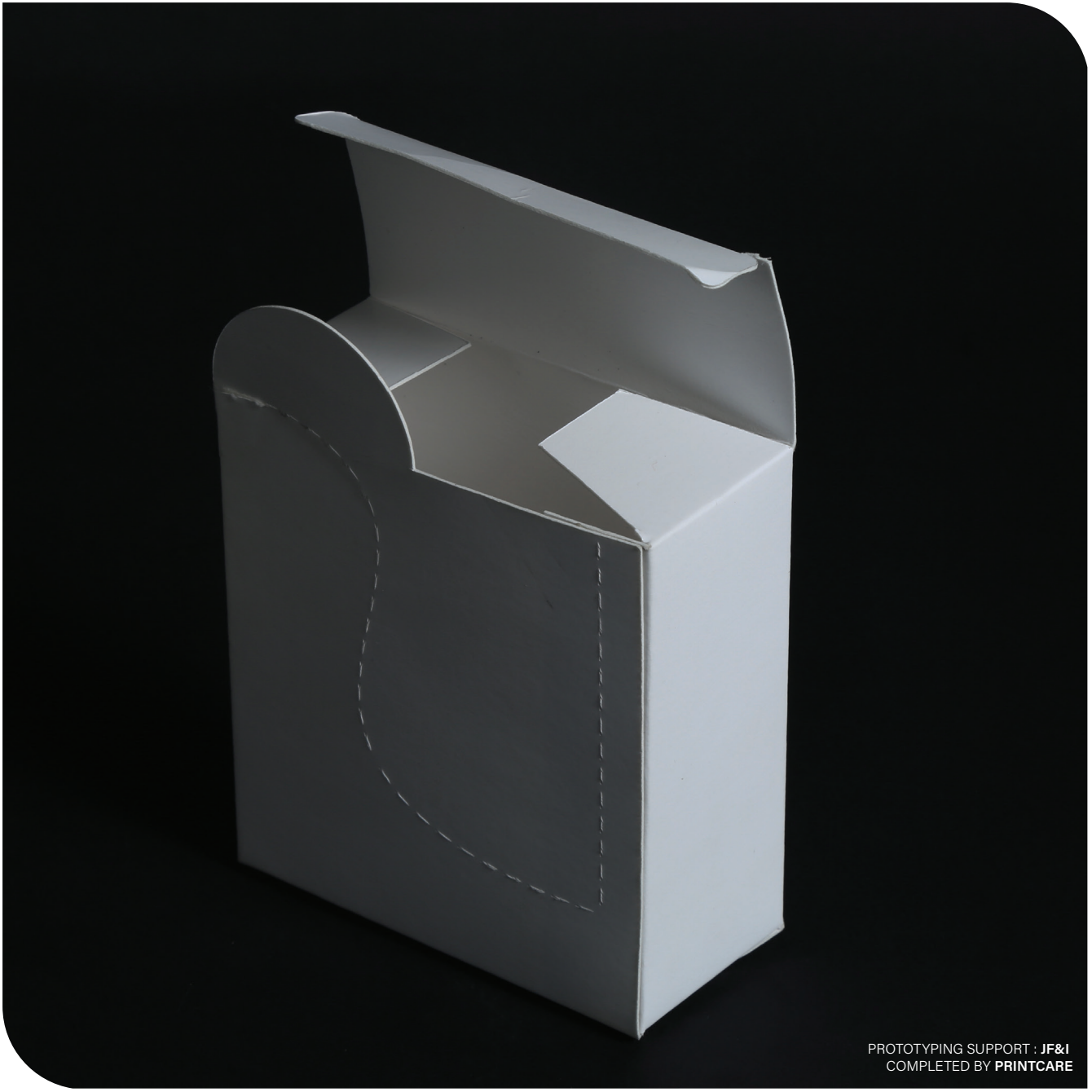
SANJANA KURUWITA

Student Designer

sanjanakuruwita2000@gmail.com | 0716279214

Client : Worga Naturals (Pvt) Ltd
Product : Dehydrated mango fruit roll-ups
Material : PE-coated cardboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa



PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


Tear here
ORGANIC
Mango
Rollups

24

TIDBITS

The teamwork of Nimna and her business partner, Worga Naturals Pvt Ltd has resulted from the growing demand for healthy snacks, Nimna ingeniously introduced a unit packaging solution for Worga Naturals, creating a new brand identity in the process. Recognizing the need for a daily portion of fruits to maintain a healthy lifestyle, her packaging stands out as a seven-in-one pack.

This innovative approach not only offers convenience but also ensures variety for consumers, making it an ideal choice for those seeking nutritious and flavorful options. The unique perforation mechanism further enhances the user experience, allowing for easy consumption of dehydrated pineapple flakes. This unit packaging strategy signifies a strategic shift in their market approach. The design not only addresses the consumers' desire for a healthy lifestyle but also revolutionizes the way they perceive and consume fruits.



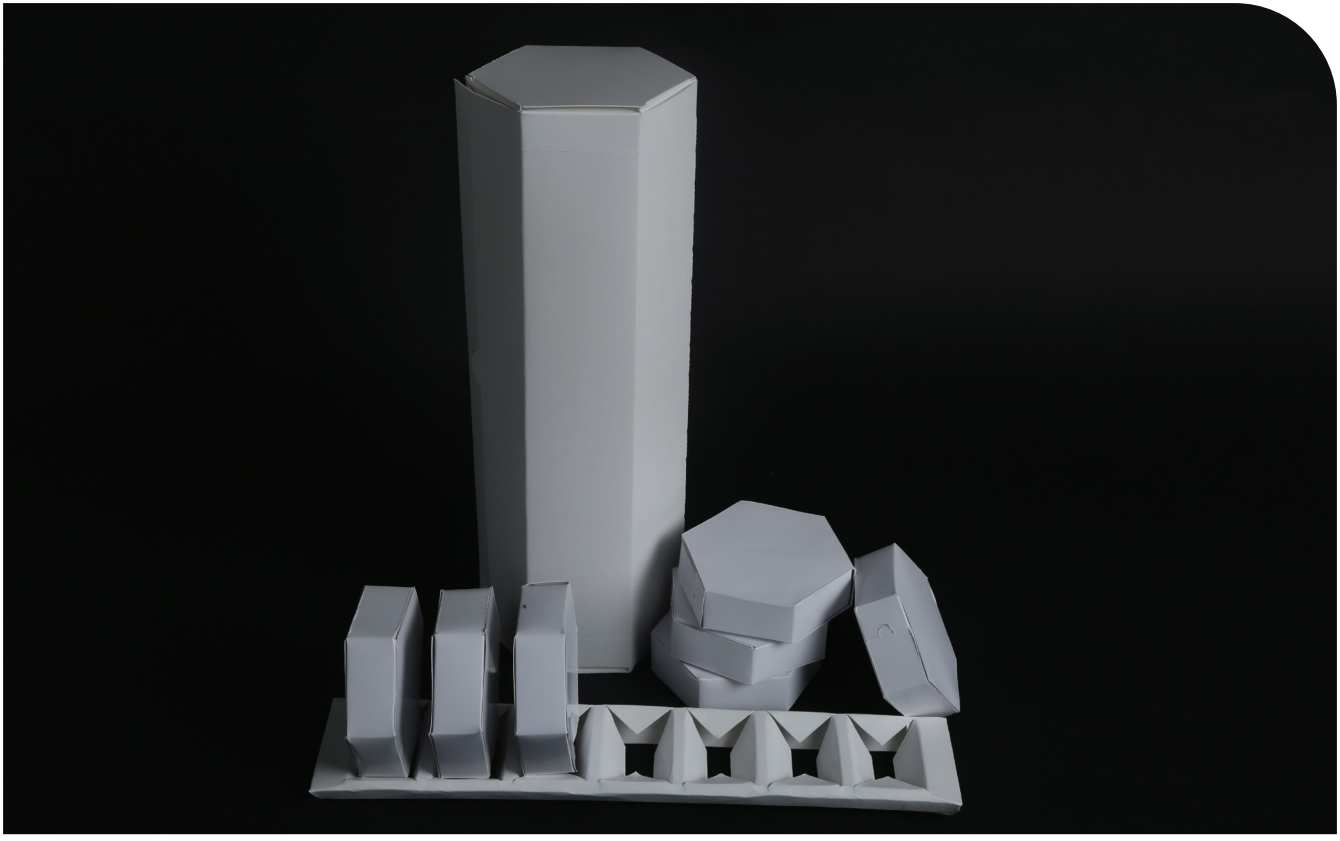
NIMNA SAMARASINGHE

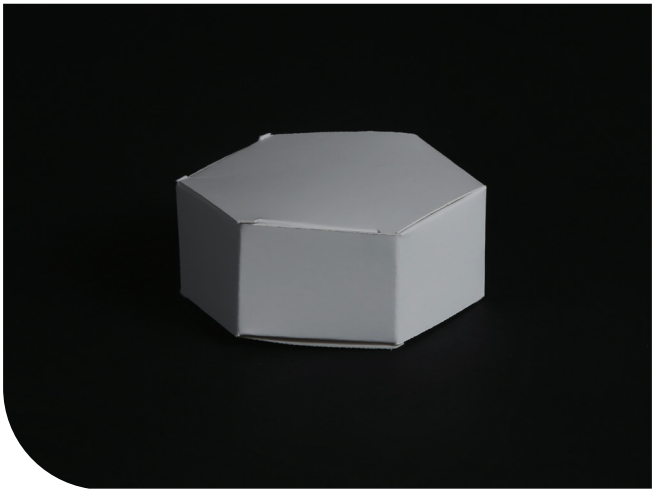
Student Designer

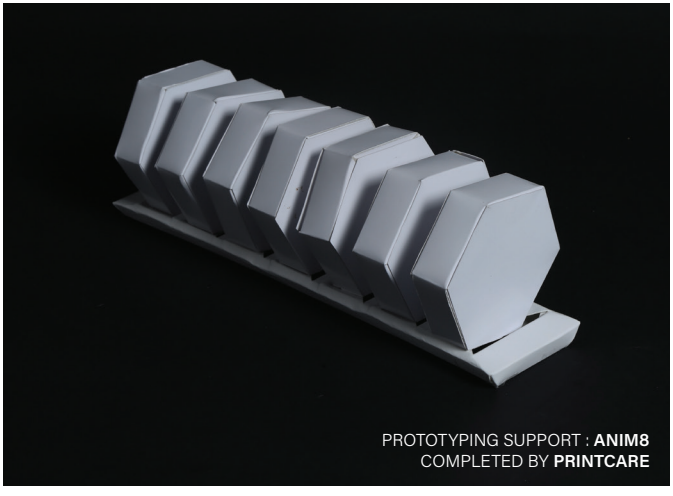
nimnasithari77@gmail.com | 0763051433

Client : Worga Naturals (Pvt) Ltd
Product : Dehydrated pineapple flakes
Material : PE-coated cardboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


TIDBITS

25

COCOCUB POUCH

Tharindi's packaging project for Ruhunu Food Pvt Ltd introduces a solution for health-conscious parents and their preschoolers in France. With a keen understanding of the market demands and a focus on providing low-sugar immunity beverages for kids, it stands out as a testament to innovation and practicality. The packaging is not only visually appealing but also highly functional. Crafted from flexible and user-friendly Aluminum foil, it offers the perfect blend of convenience and durability. Her approach addresses the rarity of low-sugar options in the market, providing a healthy alternative that aligns with the dietary needs of preschoolers while catering to the preferences of their parents.

The packaging not only highlights the product's nutritional prowess but also radiates a playful charm tailored for young consumers. Adorned with graphics that transform the little ones into crowned royalty, the visuals evoke the joy of sipping on a majestic, delectable beverage. The packaging's practical design seamlessly integrates into daily routines, ensuring that the immunity-boosting beverage becomes a delightful and convenient addition to every child's day.



THARINDI HEENKENDE

Student Designer

tharindih99@gmail.com | 0767342490

Client : Ruhunu Food (Pvt) Ltd
Product : Fresh king coconut water
Material : Aluminium foil

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







COMPLETED BY **IMASH KAVISHKA**

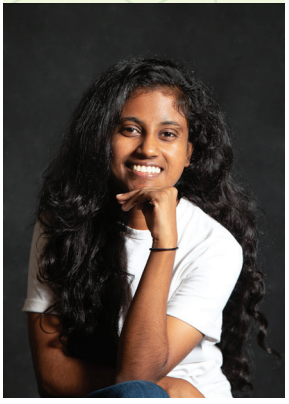

King Coconut
LOW SUGAR
Immunity Booster
100 ml

26

ENERGINE

With Jayani's ingenious packaging design, Ruhunu Food Pvt Ltd presents a breakthrough solution, custom-tailored for German game streamers who appreciate the purity of natural energy drinks, transforming ordinary refreshments into an immersive and natural gaming companion. Focusing on the market demand for energy drinks with minimal additives, her design caters to the unique needs of the consumers.

The packaging boasts a user-friendly closure system, allowing the opener to reseal the can effortlessly, promoting reusability for several occasions. This thoughtful feature enhances sustainability and aligns with the eco-conscious preferences of the target audience. This design emphasizes convenience, enabling gamers to enjoy a natural boost of refreshment without any hassle, spill, or compromise on the pure taste of the beverage.



JAYANI WIJERATHNA
Student Designer
jayanibhagya.vjb@gmail.com | 0713007382

Client : Ruhunu Food (Pvt) Ltd
Product : King coconut energy drink
Material : Aluminium can

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **DESIGN LOGICS CONNECT**
COMPLETED BY **PRINTCARE**


NATURE'S REVITALIZING ELIXIR
ENERGINE
KING COCONUT
ENERGY DRINK
100% NATURAL ELECTROLYTES
& CARBOHYDRATES


Nutrition Facts
Serving size
Amount Per Serving
Calories
Total Fat 0g
Saturated Fat 0g
Trans Fat 0g
Cholesterol 0mg
Sodium 0mg
Total Carbohydrate 0g
Dietary Fiber 0g
Total Sugars 0g
Includes 0g Added Sugars
Protein 0g
Vitamin D 0mcg
Calcium 0mg
Iron 0mg
Potassium 0mg
INGREDIENTS
STORAGE
FDA
MADE IN SRI LANKA
250 ML


NATURE'S REVITALIZING ELIXIR
ENERGINE
4
250 ML
CANS
NATURE'S REVITALIZING ELIXIR
ENERGINE

27

COCO-COOL

In a transformative proposal, Lakshani joined forces with Ruhunu Food Pvt Ltd to redefine the packaging for King coconut water, reshaping it from a simple beverage into an indispensable companion for active individuals. Recognizing the need for on-the-go replenishment, she introduced an ergonomically friendly spout for seamless consumption during sports activities.

Packaged in sets of four, the design boasts captivating tropical and sports-themed graphics, enhancing its appeal. It's resealable spout allows its resealable spout, allowing easy replacement into any aluminum can, ensuring convenience, and reducing environmental impact. This feature allows consumers to enjoy their favorite electrolyte drink without worrying about spills or wastage. Easy to carry and care for, this creation provides a hassle-free solution for staying refreshed and energized during sports and cycling.



LAKSHANI EKANAYAKE

Student Designer

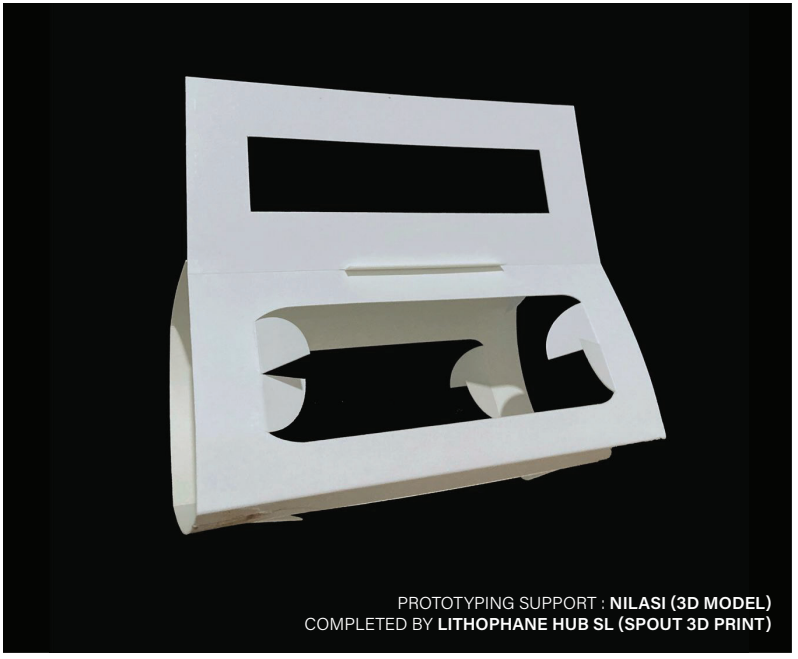
lakshani1999ke@gmail.com | 0704253874

Client : Ruhunu Food (Pvt) Ltd
Product : King Coconut water
Material : Aluminium can, Corrugated board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **NILASI (3D MODEL)**
COMPLETED BY **LITHOPHANE HUB SL (SPOUT 3D PRINT)**


ZERO SUGAR
ELECTROLYTE DRINK
NATURAL EXT
KING COCONUT
500ml


ELECTROLYTE DRINK
500ml
ELECTROLYTE DRINK
500ml

28

KING REFLECTION

Through the synergy of Nilesh's creativity and Ruhunu Food Pvt Ltd's expertise, a truly enchanting package design has emerged for the envisioned product, the King Coconut Cocktail. Tailored for the sophisticated palate of the United Kingdom, this design captures the essence of luxury and delivers an alluring invitation to experience the epitome of indulgence. With a keen understanding of consumer preferences, Nilesh identified the rising trend among consumers who seek a premium cocktail experience.

In response, the packaging design embodies the essence of luxury, focusing on delivering a premium experience to every customer. The branding, featuring the distinctive Sri Lankan King Coconut, adds a touch of authenticity and uniqueness to the product, capturing the essence of Sri Lankan heritage and natural goodness. Convenience is paramount in this design, and the package promises an elevated drinking experience, making it an irresistible choice for consumers.



ILANKESHAN AATHITHTHAN

Student Designer

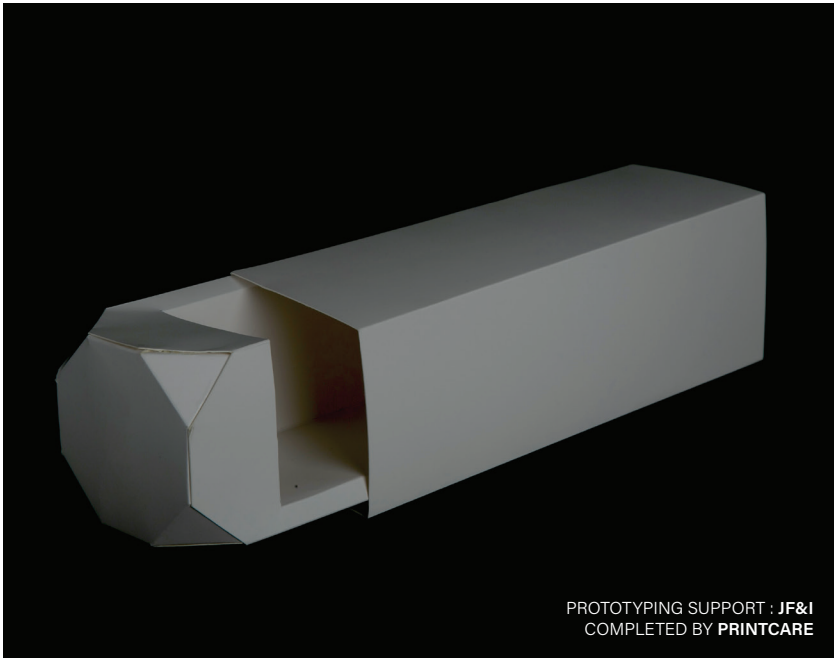
nileshaathi.info@gmail.com | 0750207507

Client : Ruhunu Food (Pvt) Ltd
Product : King coconut cocktail
Material : Glass, 400gsm board, wood

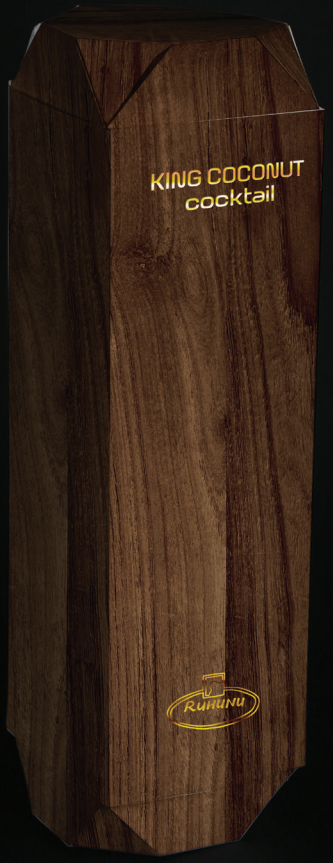
External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**

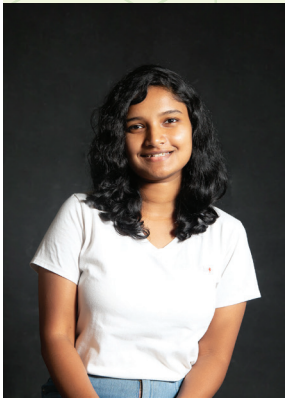

KING COCONUT
cocktail
Ruhunu

29

FRUITARRAY

Chamodi's packaging design solution is a proposal for SRG Holdings. Considering the strength of their company, the proposal suggests that SRG Holdings expand their dehydrated fruit range to include other fruits that are locally available (banana, mango, dragon fruit). This proposed design opens up business opportunities for health-conscious consumers in the Netherlands. Observations of these consumers reveal their concerns about their daily calorie intake. Therefore, the packaging design solution conveys to the consumer the benefits of purchasing a package that contains seven compartments for each day of the week, each containing their daily calorie intake of fruit (with the exact calories specified). The design can expand to even athletes and fitness enthusiasts.

The packaging design is made of 2 components: 7 mini packs each dedicated to each fruit with a unique perforation tear that goes around for easy consumption. These portable packs can easily slide into a hand or gym bag and when not in use they can be packed as one unit.



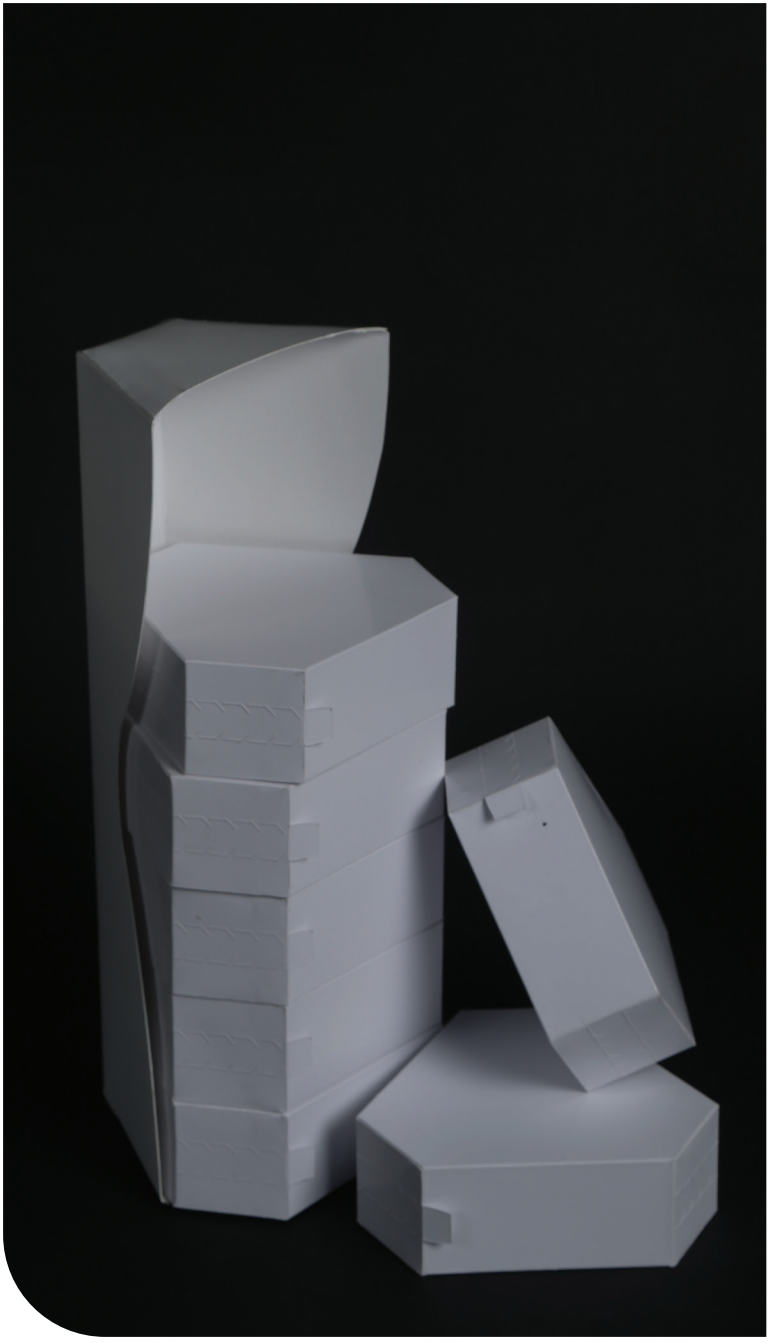
CHAMODI WATTEGEDARA

Student Designer

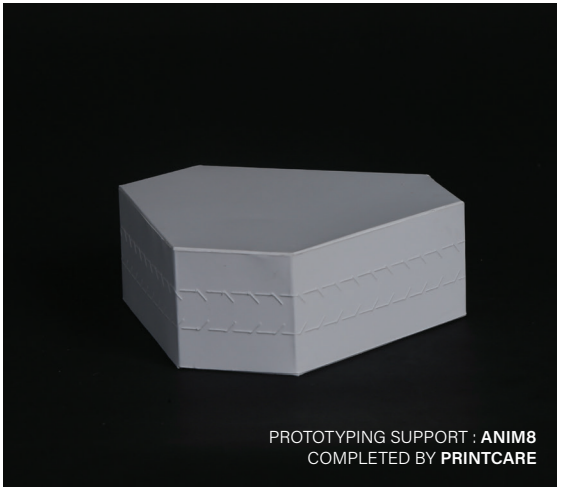
chamodiwattegedara@gmail.com | 0702836801

Client : SRG Holdings (Pvt) Ltd
Product : Dehydrated Fruits
Material : PE-coated cardboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


Fruiiterra


Fruiiterra


Fruiiterra


Fruiiterra

30

PACTABLE CUPPIE CUPS

In a strategic move, Naleefa has unveiled an exciting prospect perfectly attuned to the needs of health-conscious professionals in Germany. Recognizing the demand for seamless indulgence, Naleefa has introduced a innovative concept: ready-to-consume fruit powders for milkshakes. What sets this innovation apart is its ingenious packaging – portable, single-use sachets that transform into convertible cups. This innovative approach not only simplifies the consumption process but also caters to the fast-paced lives of these professionals, eliminating any preparation hassles. This thoughtful solution caters to their fast-paced lifestyles.

Additionally, the secondary packaging ensures functionality and adds elegance to office spaces. Acting as a decorative item, it integrates a built-in calendar, encouraging users to incorporate the product into their daily routines. This strategic combination of convenience, aesthetics, and functionality not only supports the identified business opportunity but also enhances user experience.



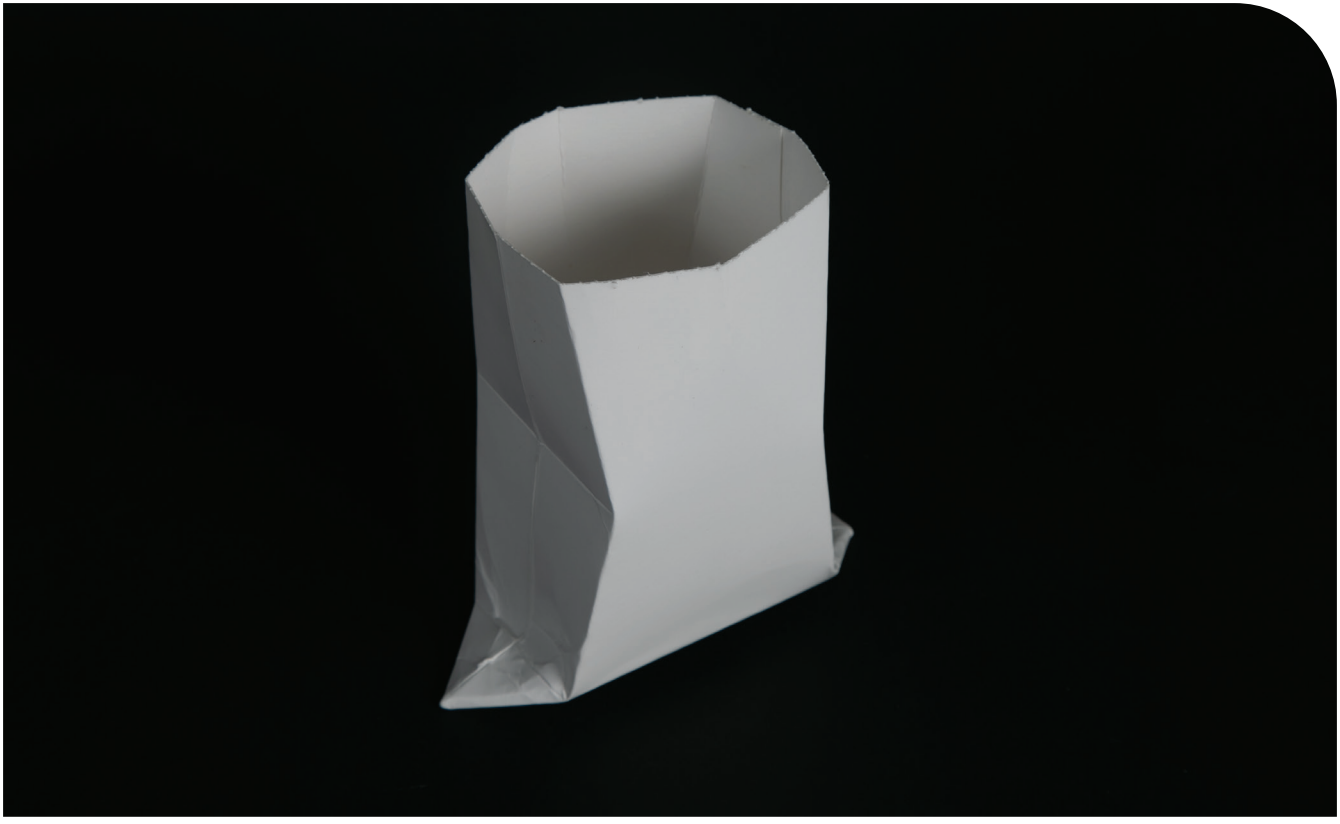
NALEEFA NAZURDEEN

Student Designer

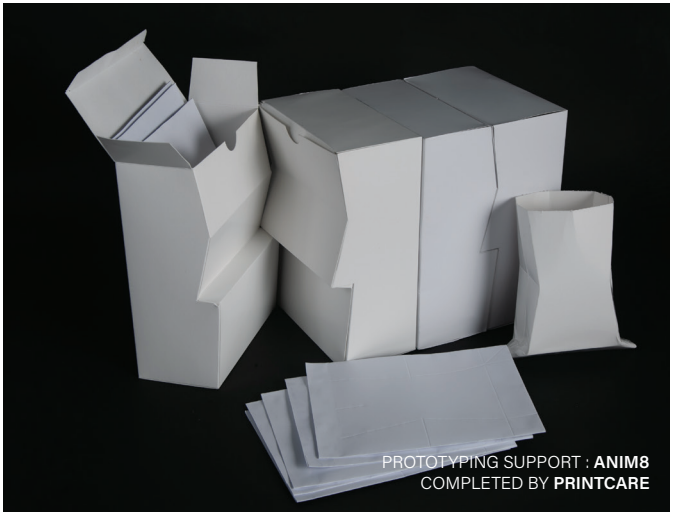
nazurdeennaleefa989@gmail.com | 0783266146

Client : SRG Holdings (Pvt) Ltd
Product : Fruit powder milkshake
Material : FSC-certified 350gsm white duplex board, Biodegradable PLA-coated paper

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan







PROTOTYPING SUPPORT : **ANIM8**
COMPLETED BY **PRINTCARE**


NUTRI BOOST
Fruit Powder Milk Shakes
Daily dose of fruit nutritions
14 Cups
400g
Enjoy the tropical goodness of our organic Mango, Banana, DragonFruit powders from sun ripened, sustainably grown fruits. This all natural delight is crafted using a careful dehydration process, preserving the vibrant color, rich flavor and nutritional benefits of fresh fruits.
Ingredients
Mango powder, Banana powder, Dragonfruit powder
Nutrition facts
Mango
Banana
Dragonfruit
Powder
50tsp (20g)
50tsp (20g)
50tsp (20g)
Serving size
1
1
1
Servings per container
50
50
50
Amount per serving
Calories
0 %
0 %
0 %
Dairy values
0 %
0 %
0 %
Total fat
0 %
4 %
4 %
Saturated fat
0 %
1 %
0 %
Cholesterol
0 %
0 %
0 %
Sodium
10g
10g
10g
Total carbohydrate
0 %
6%
0 %
Dietary fiber
0g
0g
0g
Total sugar
0 %
0 %
0 %
Include 0g added sugars
0 %
0 %
2 %
Protein
2 %
4 %
4 %
Vitamin D
2 %
Calcium
4 %
Iron
Potassium

31

ÖKO-GLÜCKSKLEE

Kalani's proposal to SRG Holdings Pvt Ltd has seized a promising opportunity in the bustling lives of vegan snack enthusiasts in Germany. Kalani's package design is tailored for the fusion of flavors in the form of four delectable dehydrated banana chips; Ceylon Cinnamon, Ceylon Pepper, Salt, Chille, and Honey, creating an enticing blend that caters to diverse taste preferences. Packaged as a bundle of 4, the package offers a unique and sustainable snacking experience.

Each unit pack, thoughtfully arranged within the primary packaging, represents the enriching journey of the vegan community in Germany. The symbolism of the four-leaf clover qualities such as luck, love, faith, hope and beliefs adds a touch of depth, resonating with the values of the consumers. What truly sets Kalani's packaging apart is its user-friendly design. The primary package ensure convenience and portability. Upon opening, the unique tearing experience adds an element of excitement, enhancing the overall user experience. The careful arrangement of flavors within the secondary package not only showcases the diverse tastes of the vegan community but also reflects the unity and harmony within the community.



KALANI JAYAWEERA

Student Designer

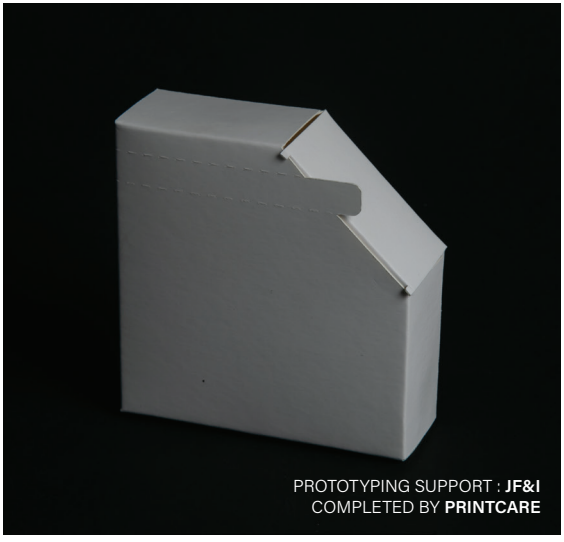
kalanijayaweera53@gmail.com | 071-4729067

Client : SRG Holdings (Pvt) Ltd
Product : Flavoured dehydrated banana chips
Material : PE-coated cardboard

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


TEAR HERE
CEYLON EDITION
TEAR HERE
MIX MANIA
Banana Chips with Ceylon Pepper & Salt
Net.30g


MIX MANIA
CEYLON EDITION
Banana Chips with Ceylon Pepper & Salt
30g
MIX MANIA

32

GRANDEUR

Through Harindu's partnership with SRG Holdings Pvt Ltd, they have developed a groundbreaking packaging design for mango fruit roll-ups, strategically tailored to meet the soaring demand and market trends in Europe. With a keen focus on sustainability and user-friendliness, this packaging design offers a delightful experience tailored for German teenagers and young adults. The product is ingeniously separated within the packaging using an inside separating structure, ensuring each roll-up remains intact and easily accessible. This thoughtful design reflects the designer's attention to detail, catering to the preferences of the younger demographic.

The packaging further elevates the consumer experience with a double-door opening box, adding an element of surprise and delight. This unique feature not only enhances the product's appeal but also provides users with an engaging unboxing experience. To ensure all components stay securely in place, a tight sleeve encases the entire package, maintaining the integrity of the contents.



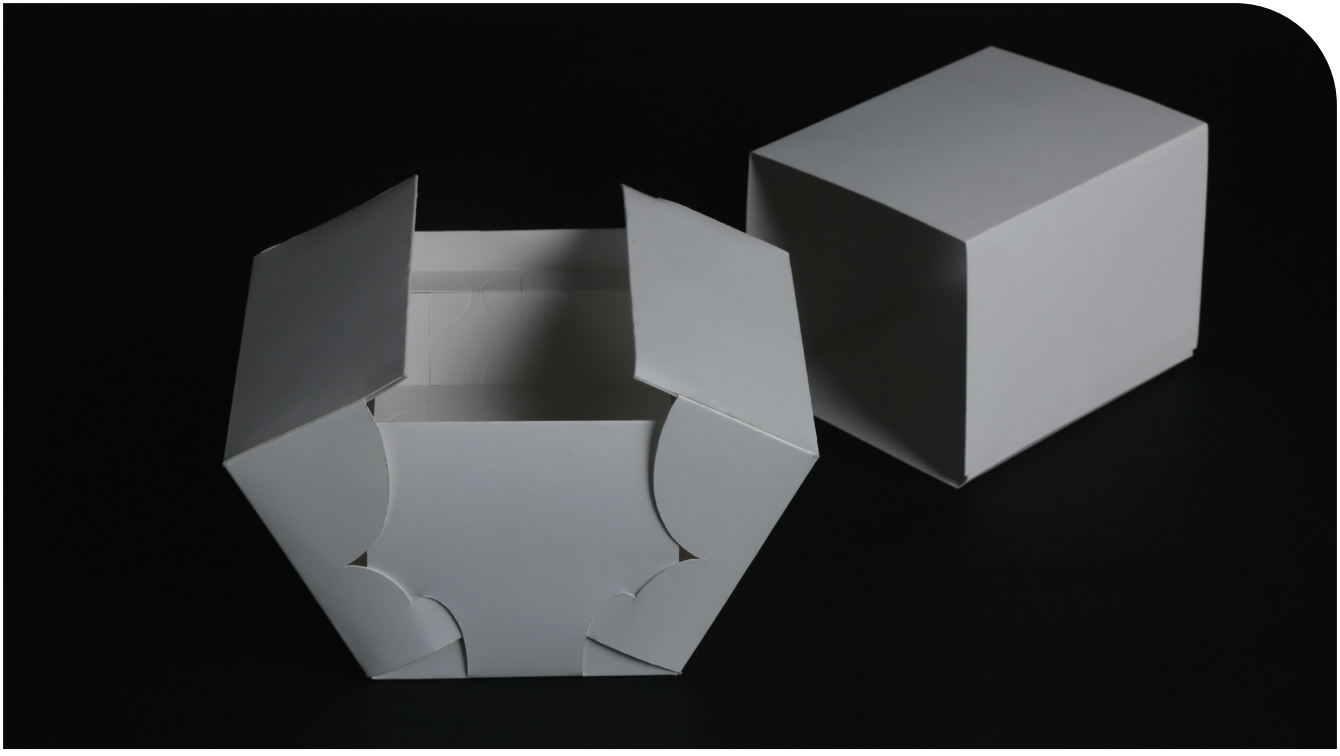
HARINDU SHEHAN

Student Designer

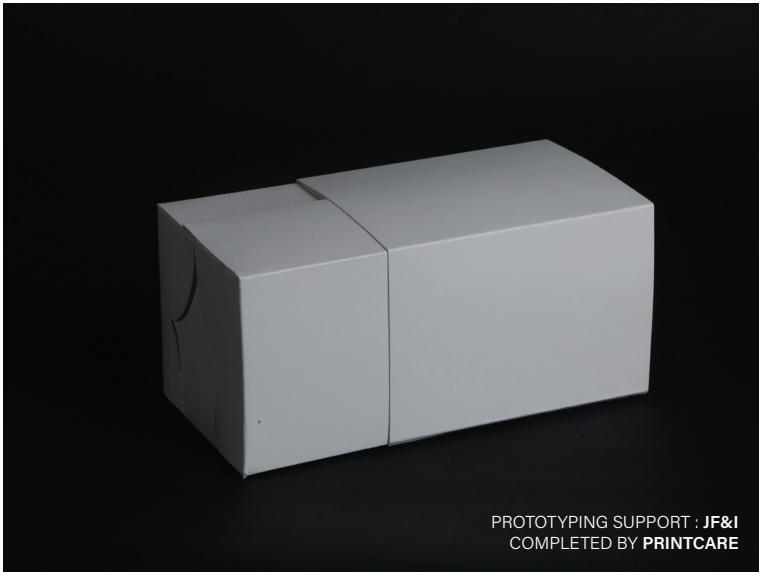
harindu.shehan.3hs@gmail.com | 0778157874

Client : SRG Holdings (Pvt) Ltd
Product : Mango fruit rollups
Material : Kraft paper 300gsm, corrugated E flute, grey back box board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan
Mr. Tilan Wijerupa







PROTOTYPING SUPPORT : **JF&I**
COMPLETED BY **PRINTCARE**


Mango
Fruit
Rollups
100g
100% natural
GLUTEN FREE
Ceylon Mango
Sri Lankan Flavour
Mango Fruit Rollups
Carbs 24g
Calories 99
Fat 0g

33

NEUERER

Through her proposal for SRG Holdings Pvt Ltd, Sajini unveils an exciting prospect for the EU market with the introduction of Dehydrated Mango Flakes, capitalizing on the growing appetite for tropical and natural flavors. Specifically crafted for German mothers with children aged 6 months to 12 years, her user-friendly design reflects a keen understanding of the target audience's needs. The per-week packaging strategy, featuring 5 portion packs, allows mothers the convenience of using one packet per day.

This thoughtful segmentation ensures portion control and aligns with the busy lifestyles of mothers, providing them with a hassle-free and nutritious option. Adding to the functionality, Sajini's design incorporates an easy-to-use pack that seamlessly mixes with cereals and other food items, enhancing the versatility of the product. The secondary packaging, a container holding 5 unit packages, further streamlines the usage and storage experience.



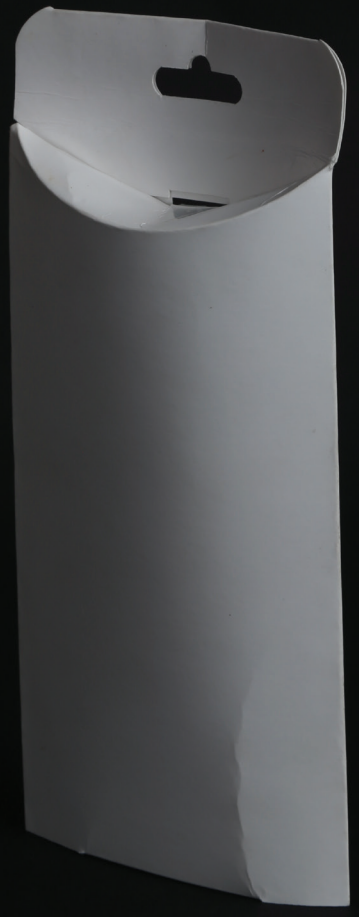
SAJINI WATHSALA

Student Designer

wathsalasajini928@gmailcom | 0766805370

Client : SRG Holdings (Pvt) Ltd
Product : Dehydrated mango flakes
Material : Polypropylene, Box Board

External Tutors:
Mr. Dammika Siriwardana,
Mr. Dinesh Rajawasan



PROTOTYPING SUPPORT : **CHANDIKA**
COMPLETED BY **PRINTCARE**


5 PACKS
MANGO
FRIEND
DEHYDRATED
mango flakes
50g*5=250g

DEPARTMENT OF INTEGRATED DESIGN