

Abstract: Packages and their design have evolved over the years. The packaging must have aesthetic appeal to attract customers but also at the same time meet the requirements for data product assortment. In the following paper we will deal with the topic packaging label design with all elements. At the beginning I will give you a short introduction about the importance of the packaging and the labels design and how they influence the selling and image of the companies. Therefore at the end I want to mainly focus on creating a new brand for dairy products called Nature Yogurt that can be used with the new package design and creating a logo and a label for it.

Key words: package, label, packaging design, label design, branding.

INTRODUCTION

The first interaction between customers and products is through package. Because of the rapid evolution of technology, packages, labels and their design have evolved over the years. Packaging and labeling development was influenced by the development of technology and transport, and the changes in society. These changes gave the opportunity producers and manufacturers to obtain more products which should be stored to be sold. This was possible by attract the attention of the customers through high quality packaging and labels design. The packaging design of high quality draws attention and provokes the buyer and the label attached to package aid the purchase decision of the customers.

Through quality design of the package, a brand can become a consumer favorite mark. The design must adapt the product to all the needs and features that brand stands out and take into account the transmission of these traits through colors, shapes, text and other particular elements. The purpose of packaging is to protect, carry, sell or use a product. Packaging design and labeling should attract the customers and highlight the qualities and benefits of the product [1].

2. WHAT IS PACKAGING DESIGN?

The packaging design of high quality draws attention and provokes the buyer. Packaging is an element made of different materials designed to protect, carry, sell or use a product.

Packaging must send to potential client a lot of information in a very short time. The modern consumer that is often rushed, do not give enough time to read product descriptions, technical data, and take an emotional decision based on instinct.

This way to proceed in certain circumstances and situations leads to choosing the most attractive package that gives rise to the feeling of confidence in the consumer consciousness.

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transmission of these traits through colors, shapes, text and other particular elements. Through quality design of the package, a brand can become a consumer favorite mark [2].

In modern conditions, development of methods for packaging and repackaging of dairy products is very important and directly affects preserving quality and consumer properties of the product. The main factors that determine the high-quality dairy products are:

- composition and technology of the product itself;
- packaging requirements;
- packaging material used.

3. PACKAGING DESIGN FOR DAIRY PRODUCTS

For a correct choice and use of materials for packaging and wrapping must take into account the nature of the packaged product, composition, physical condition, weight, processing technology, the terms and conditions of storage and manufacturing.

Packaging for dairy products must have high mechanical resistance, aging resistance, rigidity or flexibility needed to form seals. The packaging must have aesthetic appeal to attract customers but also at the same time meet the requirements for data product assortment. To prevent contamination of dairy products, packaging materials must be resistant to gas, steam, water, aroma. They should be resistant to moisture and grease. Materials must be operational reliability to not to fall apart, and not to swelling [3].

Dairy products have the ability to absorb heavy metals and organic compounds, including the harmful. Therefore, without exception, packaging materials and labeling must be inert in terms of contact with the product in order not to allow under certain conditions migration to the dairy product.

Depending on the storing conditions, some of the yogurt cups will have a domed cover. This does not mean that the product is altered; this is part of the natural process of fermentation. This is one of the main reasons that these cups are often rejected by the buyers, thinking that they are altered. To solve this problem, I have designed a couple of cup models.

4. 3D MODELS OF PACKAGING DESIGN

Regarding the process of designing a package for dairy products, it can be taken into consideration the possibility to create a package with a variable section, so as that the pressure accumulated inside, following the natural process of fermentation could deform a certain area on the surface of the package. This would solve the problem, the misconception that the product is altered just because of the domed cover.

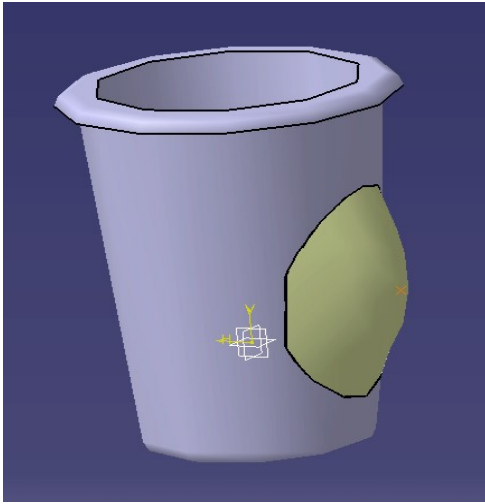


Fig. 1 The tummy cup

One of the designs, the tummy cup (fig. 1) is dedicated to a certain market segment, which are the pregnant women. This cup is designed to deform under pressure a small area on the surface of the cup located on one side of the cup. This new design of cup can be used to enter in a new market segment of yogurt industry.



Fig. 2 Glass with ribs on surface

Designing the cup and including some special flexible sections might be a solution. (fig. 2). Thanks to these ribs the cup has adjustable height and it can expand under the pressure, avoiding the deformation of the aluminum cover. Cups can be designed with a single rib with variable wall thickness around the cup (fig. 3). The cups can be made with different radii of the rib according with the design of the cup (fig. 4).



Fig. 3 Glass with variable section



Fig. 4 Glass with variable section

The last design for dairy product is a cup with a flexible base section (fig. 5). Usually the yogurt cups are not filled entirely and most of them have some space between the yogurt and the aluminum foil. We can use that space by adding this special base section (fig. 6). Using this base section can have some advantages like creating a vacuum in the upper side of the cup using the product's own weight and the uniform distribution of the mass prevents the aluminum foil from swelling.

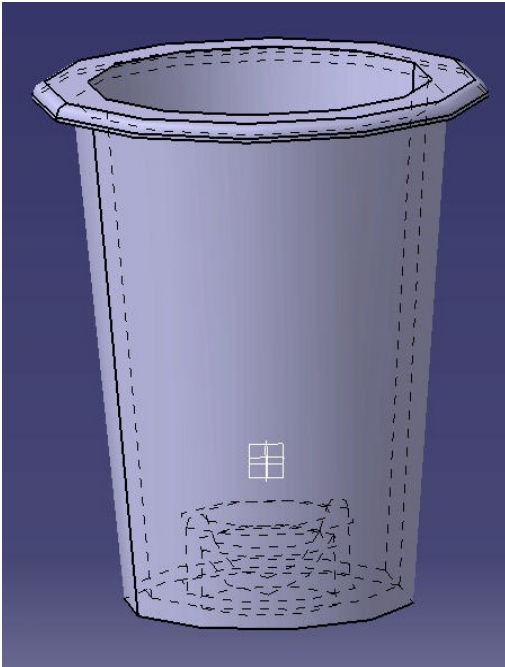


Fig. 5 Glass with expanding base section

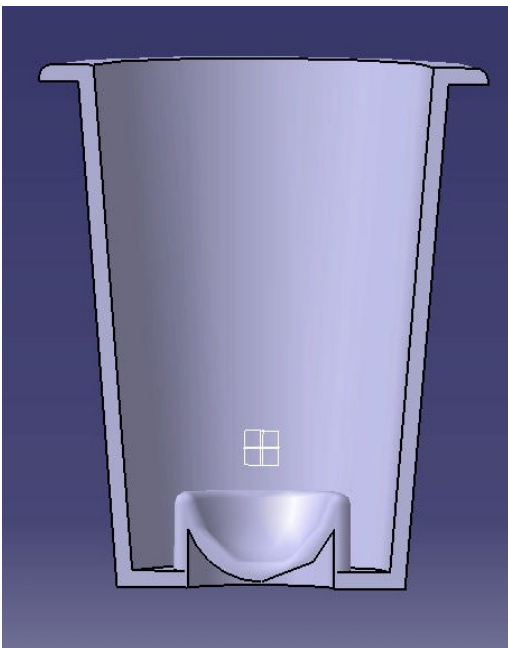


Fig. 6 Glass with expanding base section

5. LABELING DESIGN AND BRANDIGN FOR DAIRY PRODUCTS

Branding is giving a specific name, symbol, design, term, or other features to a specific product of a producer, to distinguish one product from another of the same type. Brand helps the customer to identify or differentiate the service, goods or product of the company. Brand performs useful functions for the company by simplifying product tracing and handling, offering also protection. A good brand helps the customer to take the right decision concerning if they will or not purchase a product.

Labeling design for dairy products is very important because directly affects the perception of the customers about the product. The design must have aesthetic appeal to attract the attention of the buyers and aid their purchase decision. The first step in designing a label is choosing a name for the brand witch in this case its call Nature Yogurt. The next step is choosing design software, there is a wide variety of design software and from all of them I choose Adobe Illustrator. After choosing a name and design software the next step is creating a logo that helps the brand stand out from the competitors. A logo must be simple and to represent so much more than just it's literally interpretation. There are a lot of choices regarding the shape, color, type of logo and much more. Using Adobe Illustrator I designed a couple of logos that can be used to create a label for dairy products.



Fig. 7 First design of logo



Fig. 8 Second design of logo

In this case the first logo (fig 7) is designed for kiwi flavor and the second one (fig 8) for orange flavor. The logo can be designed and modified for different flavors of yogurt by changing the fruit that replace the letter O in the yogurt text and the background color according to fruit assortment.

- In the next step I will design two type of label:
- The first type is a label only for the top cover of the yogurt cup and the body of the cup will have different colors according to the fruit assortment used (fig 9).
- The second type is a label designed to wrap the yogurt cup (fig 10).



Fig. 9 First design of cup cover label



Fig. 10 Second design of cup cover label

The most of the competitors yogurt cups label have both, the text written with the name of the fruit and the fruit itself, so I can design using only one of them, only the picture of the fruit or just the name of the fruit letting the customer imagining the fruit, and in this case I choose to put the image of the fruit (fig 11-12), because most of the yogurt assortment doesn't have the entire fruit, usually are mashed fruits so a picture with the mashed fruit will not look good on the label and it will confuse the customer.

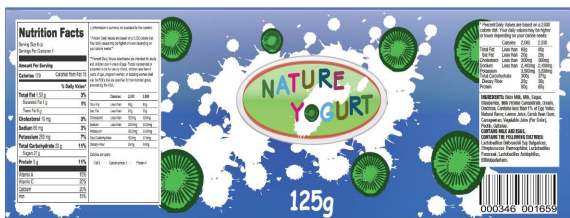


Fig. 11 First design of label that wraps the yogurt cup



Fig. 12 Second design of label that wraps the yogurt cup

The process of designing a label is complex and must contain all the key elements. A label can contain a lot of element such as: the logo of the company, nutritional facts table with serving size, caloric value and minerals, ingredients of the content, product weight, manufacturer information, suggestion of storing conditions and serving, barcode and additional terms such as: organic, low fat, natural, light etc. [4]

6. CONCLUSION

Packaging and labeling is playing a crucial role in the marketing mix. Labelling is also considered part of the packaging. It turned out that when they choose to buy a product, first, customers are looking for a package and label that looks good and it's familiar. Packaging and labeling development was influenced by the development of technology and transport, and the changes in society. Any design concept is adopted, it must take account that should be attractive; to be convincing to the public; to make an emotional connection. Labeling printing technology, especially in the field of plastics has evolved rapidly. By packaging, labeling and technology manufacturers have developed new solutions to meet customer needs through brand, marketing strategies. The proposed design logos and label models could be a solution for the proposed design of yogurt cups. By designing new models of labels, manufacturers have the opportunity to keep customers trust and gain their loyalty.

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