

'01

Creating packaging is to enhance the ability of the user to use the product.

CLARITY & SIMPLICITY

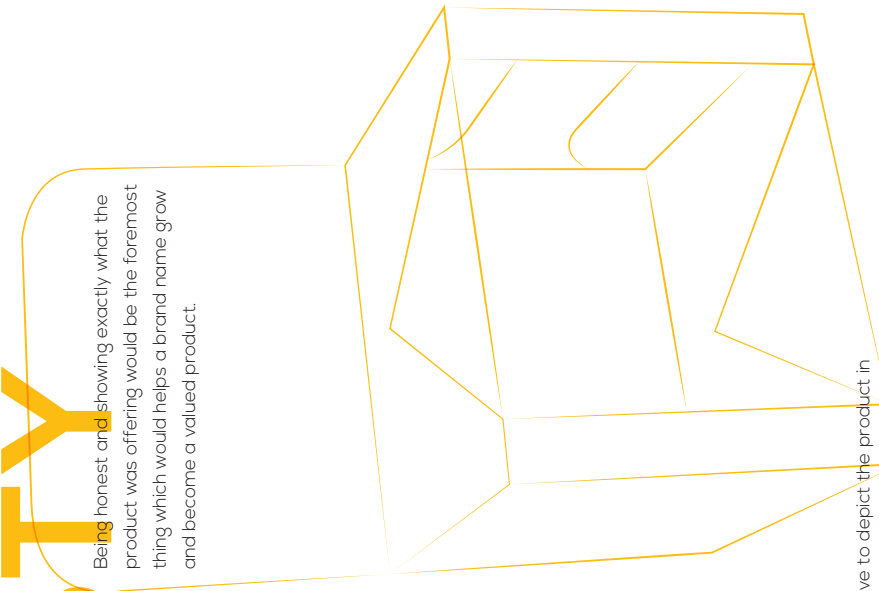
Due to the increasing need for packaging to be clear and simple, the user must be able to understand the product and its use. The user must be able to understand the product and its use. The user must be able to understand the product and its use.



To encourage successful packaging design through the fundamentals of packaging. Due to the increasing need of commercial packaging, the complexity is to be kept out from the user's mind. The user must be able to understand the product and its use. The user must be able to understand the product and its use.

'02 HONESTY

It is a matter of honesty in the way the product is presented to the user. The user must be able to understand the product and its use. The user must be able to understand the product and its use.



Honesty in the way the product is presented to the user. The user must be able to understand the product and its use. The user must be able to understand the product and its use.

'03

According to Maslow (1954), the user must be able to understand the product and its use. The user must be able to understand the product and its use.

AUTHENTICITY

Authenticity in the way the product is presented to the user. The user must be able to understand the product and its use. The user must be able to understand the product and its use.

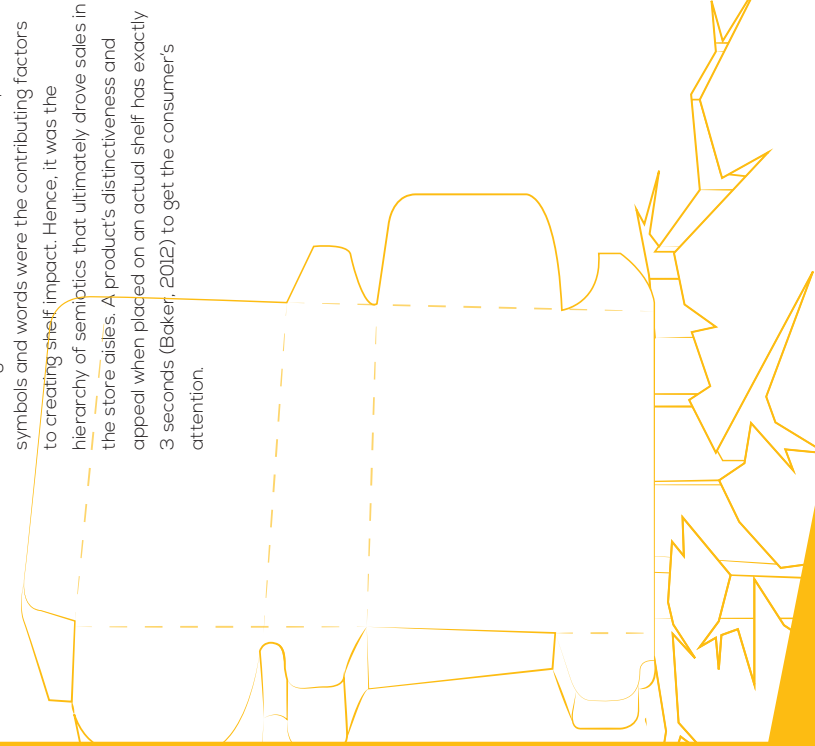


'06

SHELF IMPACT

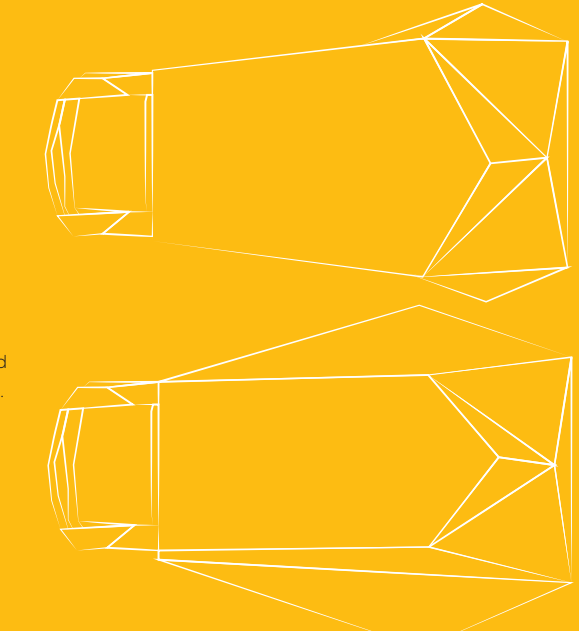
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'05 PRACTICALITY

Practicality in the way the product is presented to the user. The user must be able to understand the product and its use. The user must be able to understand the product and its use.



The user must be able to understand the product and its use. The user must be able to understand the product and its use.

'04 EXTENSIBILITY

Extensibility in the way the product is presented to the user. The user must be able to understand the product and its use. The user must be able to understand the product and its use.



Sometimes life gives us lessons sent in ridiculous packaging.

Doc Wilfrid