
SMART PACKAGING AND PRINTED ELECTRONICS

TANATTA KOSHIHADEJ

Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

SMART

INNOVATION

PACKAGING DESIGN

**MEGA
TRENDS**



INNOVATION



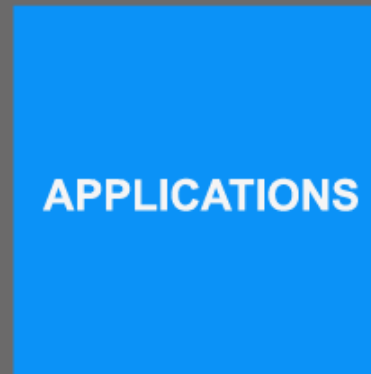
APPLICATIONS



TANATTA KOSHIHADEJ

Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

**MEGA
TRENDS**



TANATTA KOSHIHADEJ

Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development



FachPack

24. - 26. September 2013 - Nürnberg, Germany



MATERIAL INNOVATION
PACKAGING
DESIGN

Andrew H. Dent & Leslie Sherr

Every idea
has a
Material
Solution™



Thames & Hudson





LiquiGlide™



Paint

**MEGA
TRENDS**



INNOVATION



APPLICATIONS



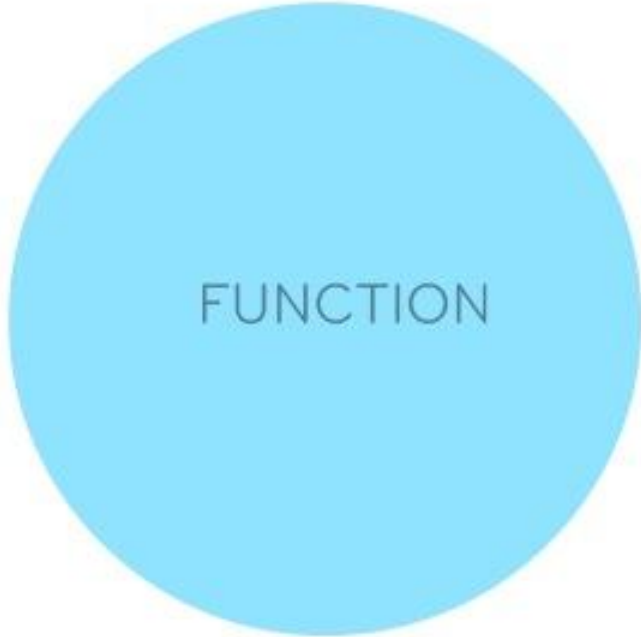
TANATTA KOSHIHADEJ

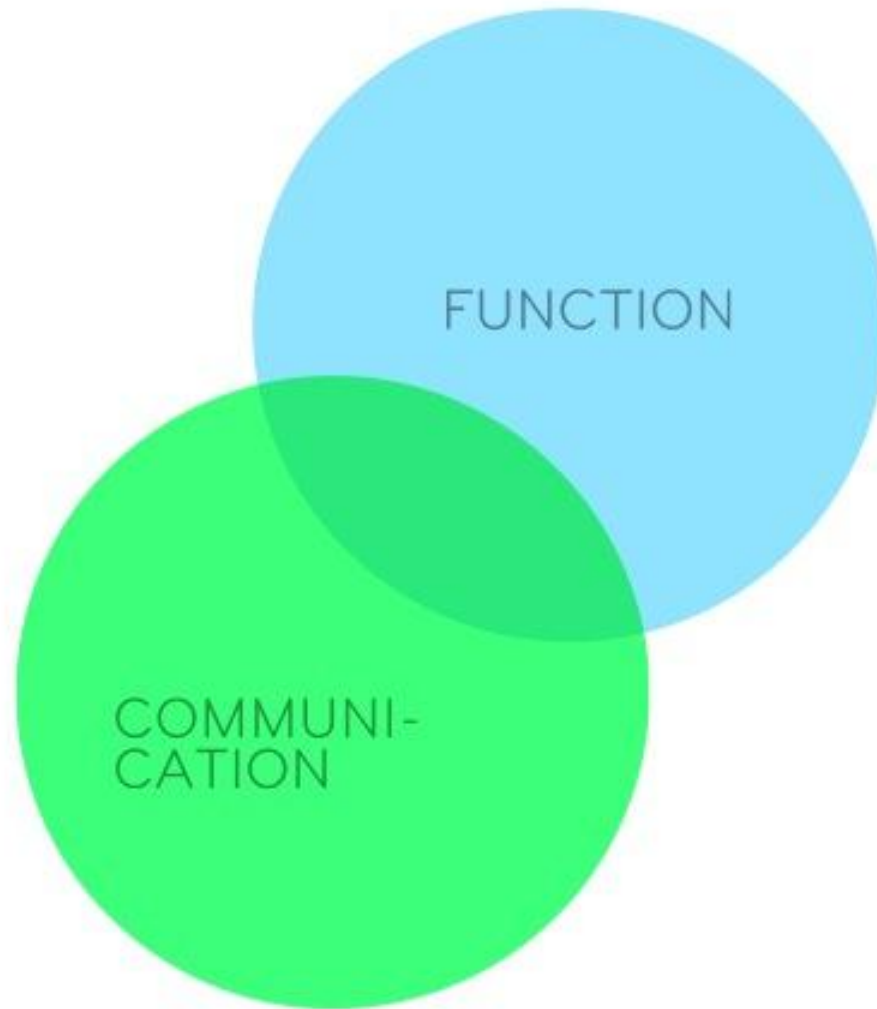
Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

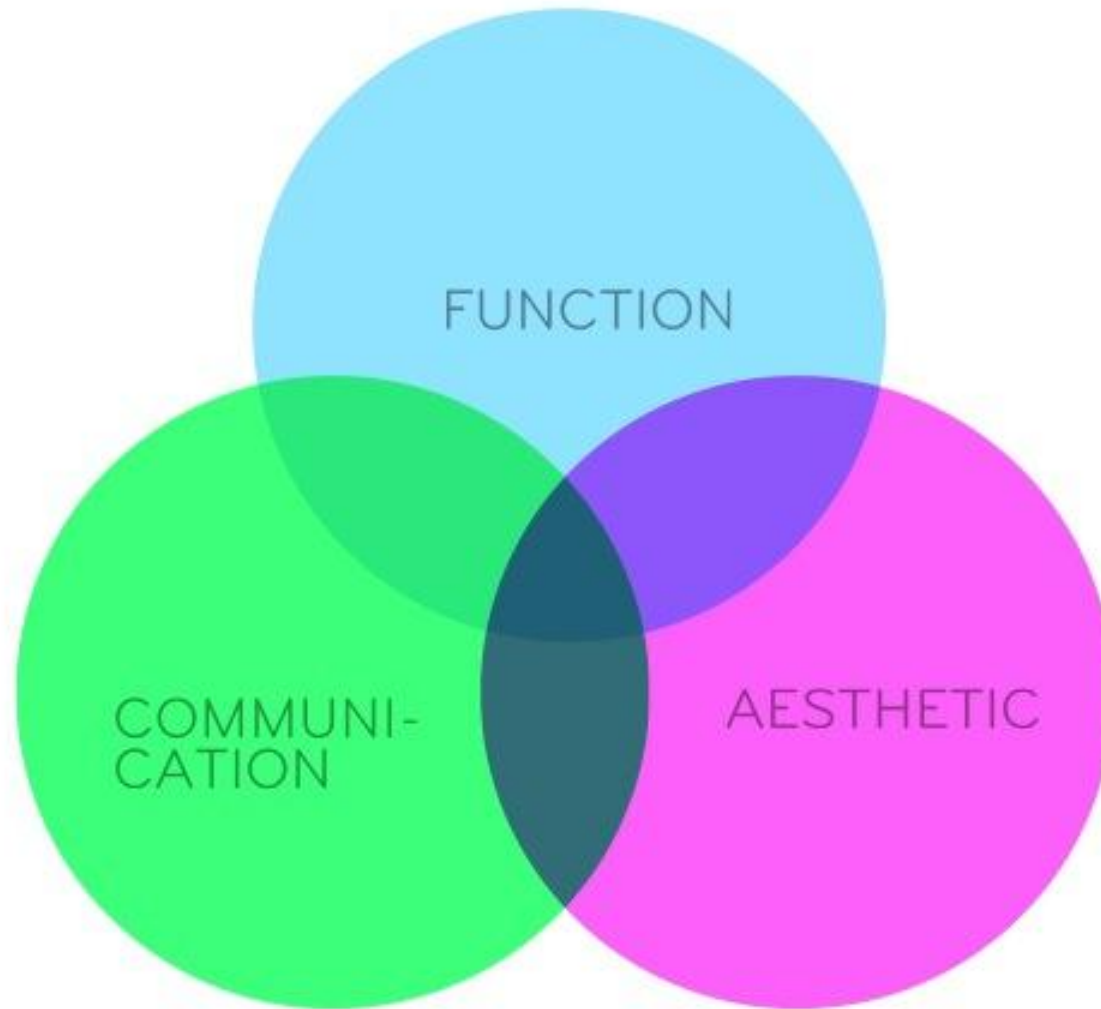
ปัจจัยที่ควรคำนึงถึง

TANATTA KOSHIHADEJ

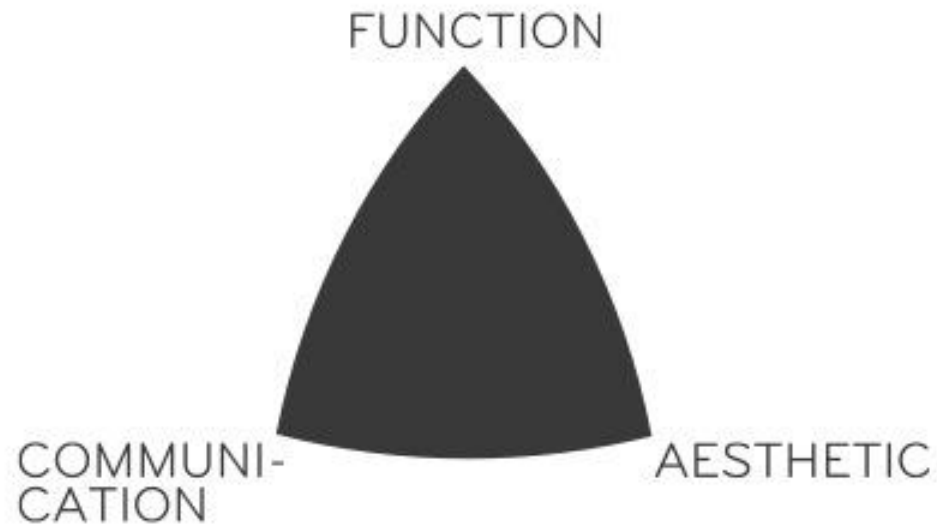
Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

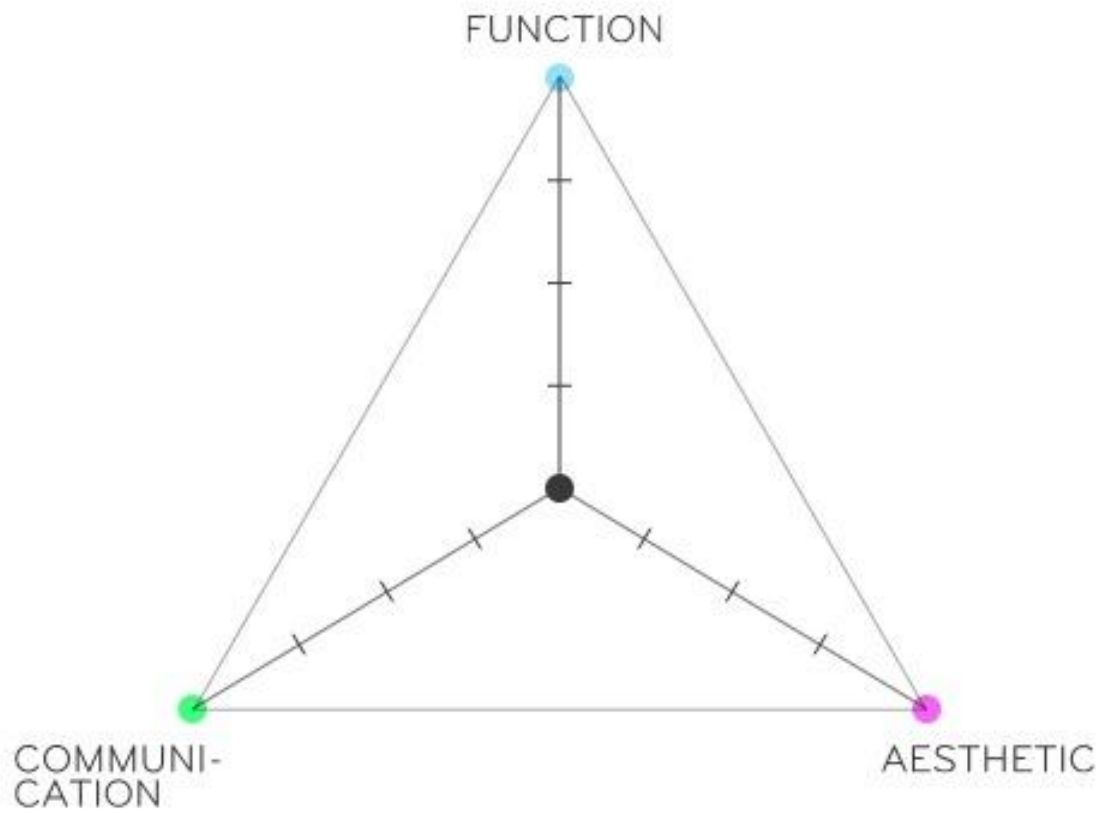








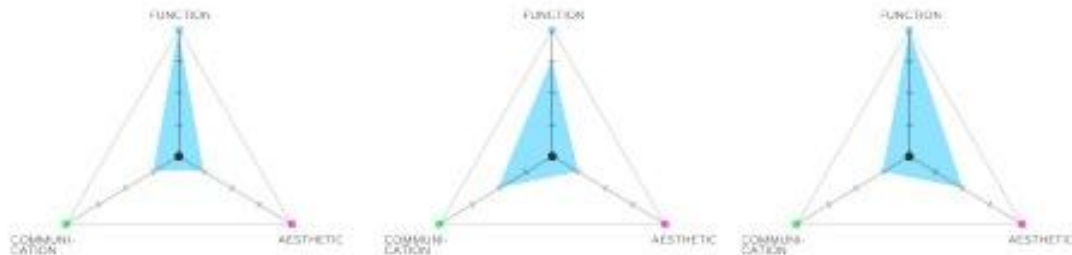




FUNCTION ●

FUNCTION ●

ที่ช่วยทำให้.....



ลดต้นทุน การผลิต

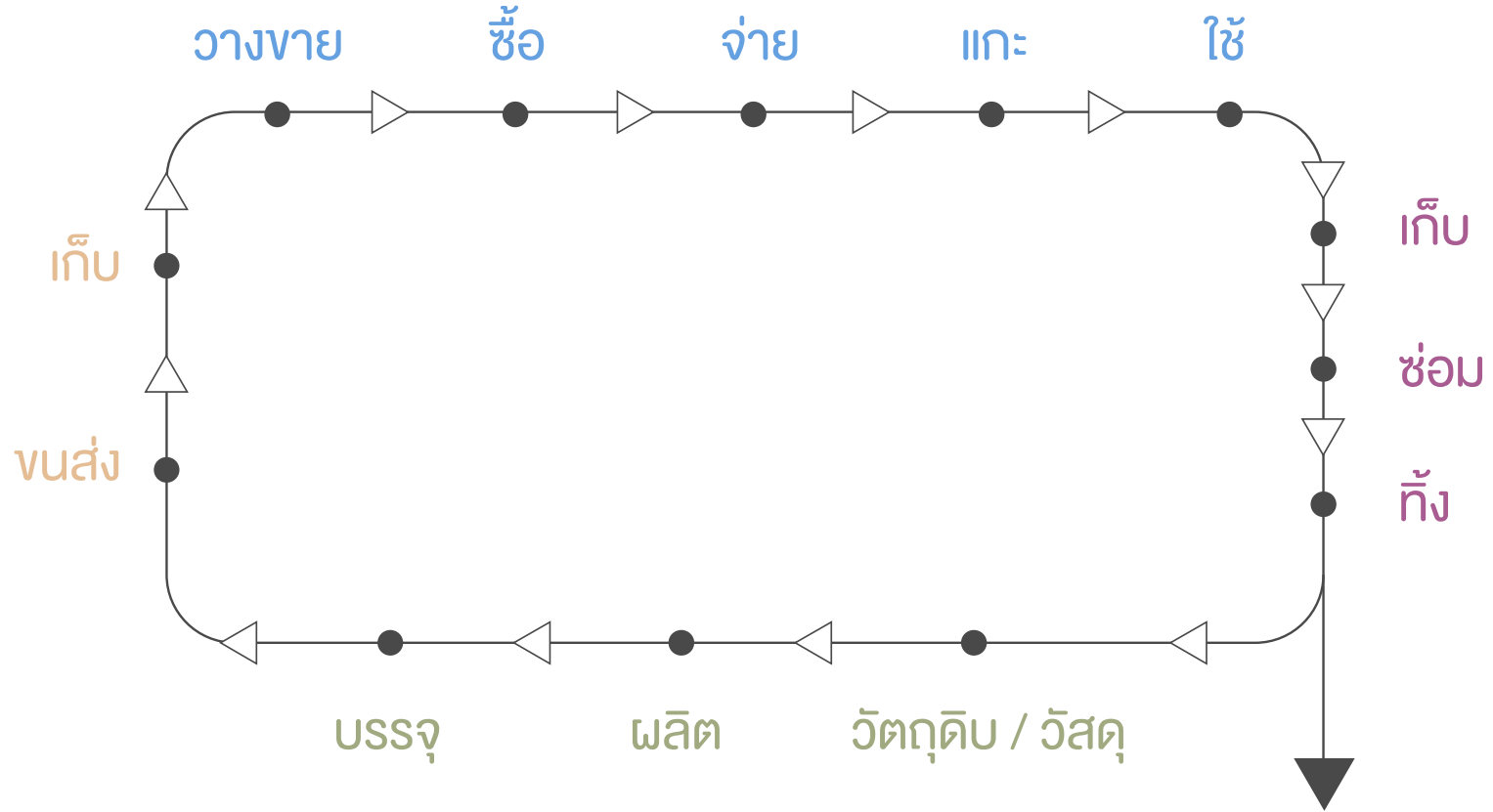
ลดต้นทุน การขนส่ง

ใช้งานได้สะดวกมากขึ้น

เพิ่มfunctionที่ตอบสนองการใช้งานมากขึ้น

การลดปริมาณขยะ

PRODUCT JOURNEY

















RECOMPENSAS

Compra-Registra
Gana

BUSCA EL CÓDIGO
DENTRO DE ESTE
EMPAQUE

KRAFT

PHILADELPHIA

En Rebanadas
Cremosas

Contiene 8 Rebanadas
Rebanadas de Queso Crema

CONT. NET. 160 g

Reciclabile





비오락

비오락 (Biorak) - a brand name for the onigiri.

②

③







BAN KANOM NUNTAWAN
Home of Delights

โปรดดูที่ฉลากข้างในสำหรับข้อมูลโภชนาการ
Do not forget to check the label inside for nutritional information

□ ผ □ น □ ส
□ ส □ พ
□ ว
□



บ้านขนมวัน
ผลิตภัณฑ์จากธรรมชาติ



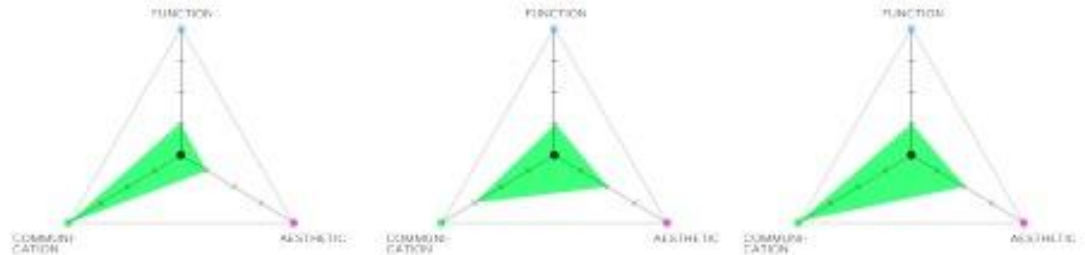


COMMUNI- CATION



COMMUNI- CATION

ที่ช่วยทำให้.....



เล่าเรื่องของผลิตภัณฑ์ได้มากกว่า

ที่ไปที่ไป ประวัติศาสตร์ วัตถุดิบที่ใช้ การคืนสู่สังคม brand



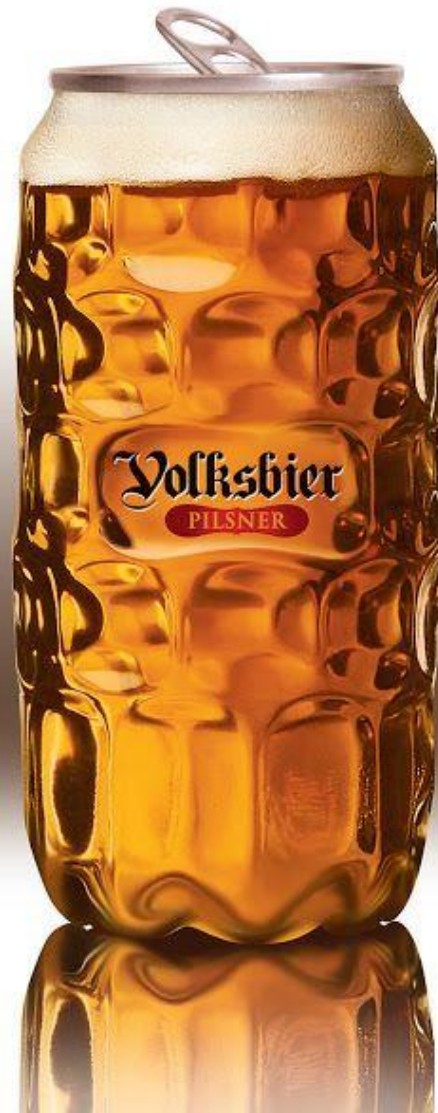














BABY BACK
100% Premium Berkshire Pork
7.49/LB



SOIL ASSOCIATION
ORGANIC STANDARDS

Organic Pork Organic Pork - Ready To Cook in Charcoal Broiler

DRUM STICK
100% Premium Organic Chicken
5.49/LB



SOIL ASSOCIATION
ORGANIC STANDARDS

Organic Chicken Chicken - Ready To Cook in Pressure Cooker

RIB EYE
100% Premium Angus Beef
6.99/LB



SOIL ASSOCIATION
ORGANIC STANDARDS

Organic Beef From Certified Organic Cattle - Ready To Cook in Orange Sauce with Potatoes

Scanwood.

Designed in Denmark
Made by nature



Scanwood.

Designed in Denmark
Made by nature



Scanwood.

Designed in Denmark
Made by nature



Scanwood.

Designed in Denmark
Made by nature





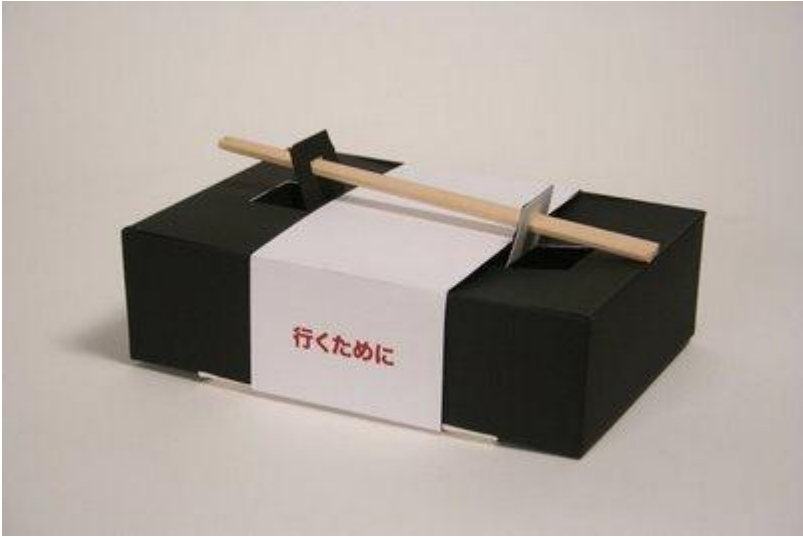












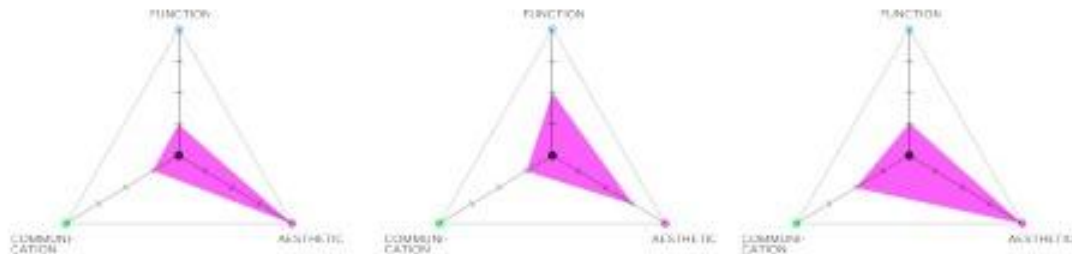
AESTHETIC ●

PACKAGING
DESIGN / INNOVATION
CASE STUDIES

TANATTA KOSHIHADEJ
Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

AESTHETIC ●

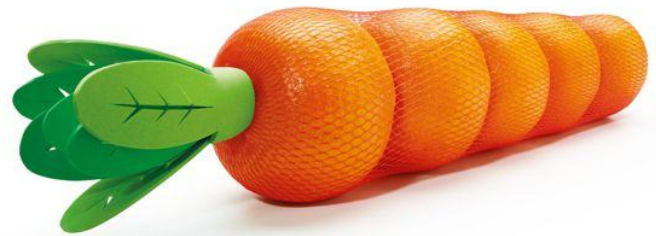
ที่ช่วยทำให้.....



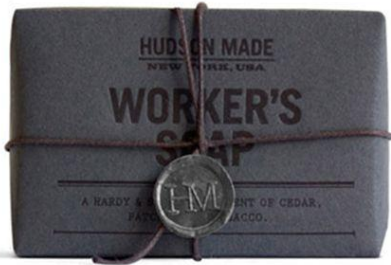
สวยงามดึงดูดผู้ซื้อ

ជួនាទី / ជួនាទី









20 WATT PHILIPS



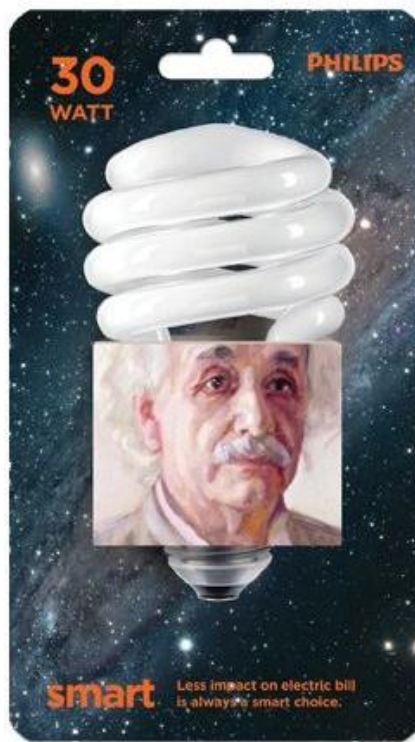
kind The environment is depending on you to save money.

20 WATT PHILIPS



invest With a great home comes great CO2 responsibility.

30 WATT PHILIPS



smart Less impact on electric bill is always the smart choice.

20 WATT PHILIPS



kind The environment is depending on you to save money.



JUICE

SERVED
HERE

Charcoal Lemonade

Alkaline Water
Lemon
Sugar Cane Juice
Montmorillonite Clay
Activated Charcoal

04

0 NEVER CONVENTIONAL

Unpasteurized & Raw
Keep Cold

16.9 oz. / 499.8 mL

Recycle Bottles.

HiFi
DYNAMIC
STEREO
EARPHONE
SEED
Organic Sound Design

Remote
with
Mic

Space Reducing In-Ear Design
Tangle-Free Flat Cable Design
Comfortable Fit, Rich Bass
High Definition Sound
Mic/Switch Control

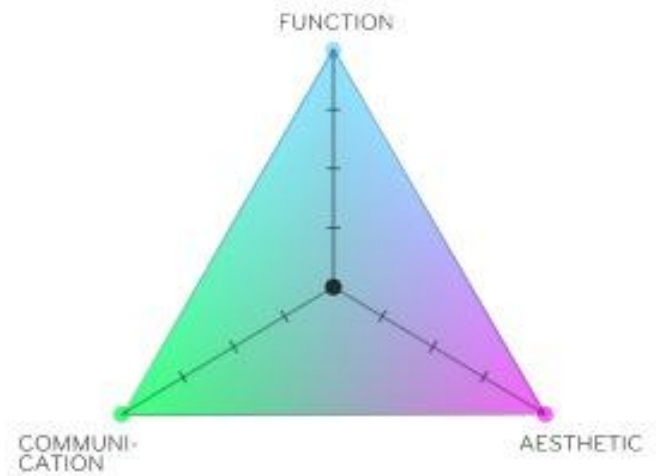
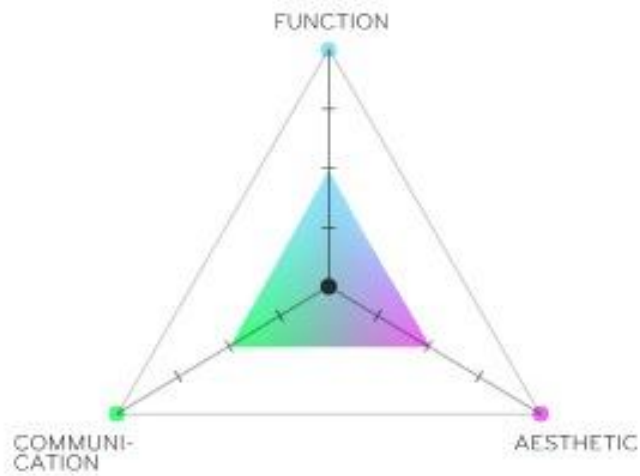






BELLANA HAIR







mini  oliva







TEAR OFF CAP
TO SQUEEZE

DIP & SQUEEZE™
3x MORE KETCHUP
THAN 9 GRAM PACKETS



HEINZ
TOMATO
KETCHUP

INGREDIENTS: TOMATO CONCENTRATE FROM RED RIPE TOMATOES,
DISTILLED VINEGAR, HIGH FRUCTOSE CORN SYRUP, CORN SYRUP,
SALT, SPICE, ONION POWDER, NATURAL FLAVORING.
MFD. IN U.S.A. BY H.J. HEINZ CO., L.P.,
PITTSBURGH, PA 15222

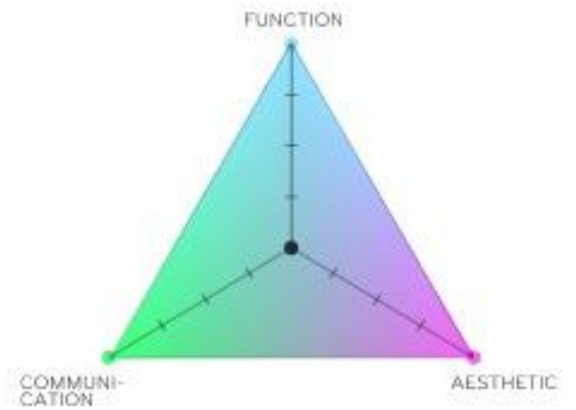
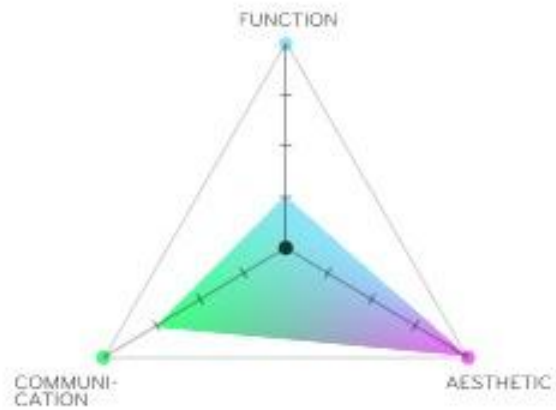
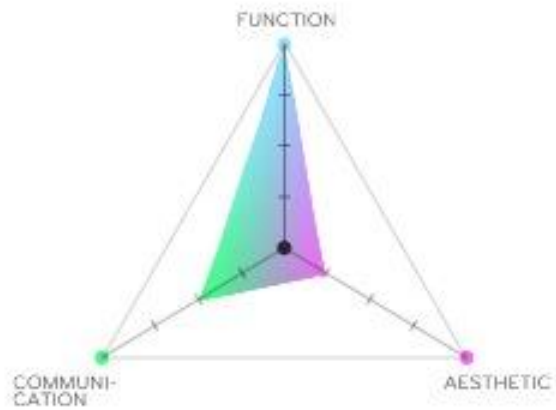
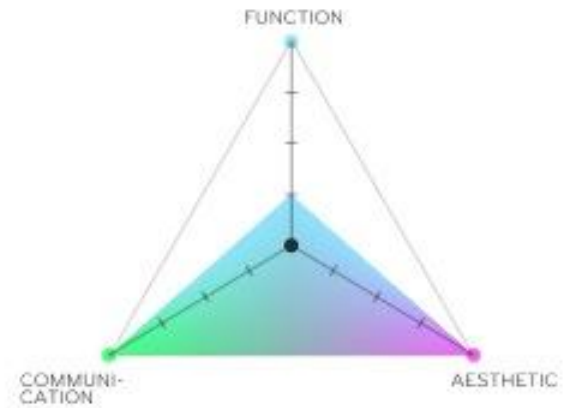
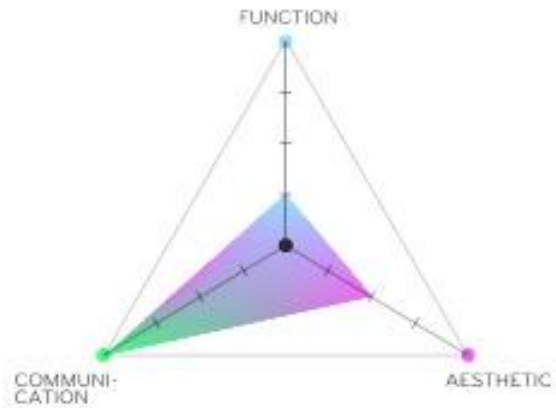
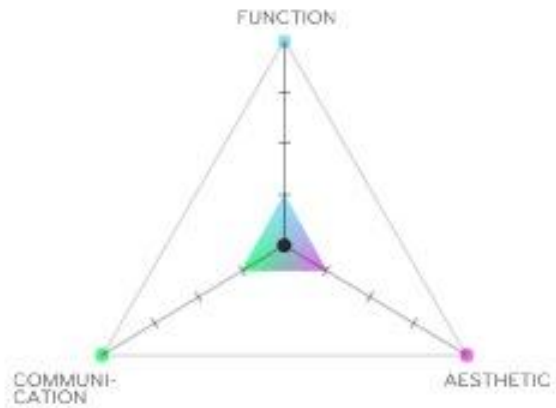
TO DIP
PEEL BACK

NET WT.
0.95 OZ (27g)

SHAKE WELL 5207378 001

Patent Pending Not For Retail Sale





**MEGA
TRENDS**



INNOVATION



APPLICATIONS



TANATTA KOSHIHADEJ

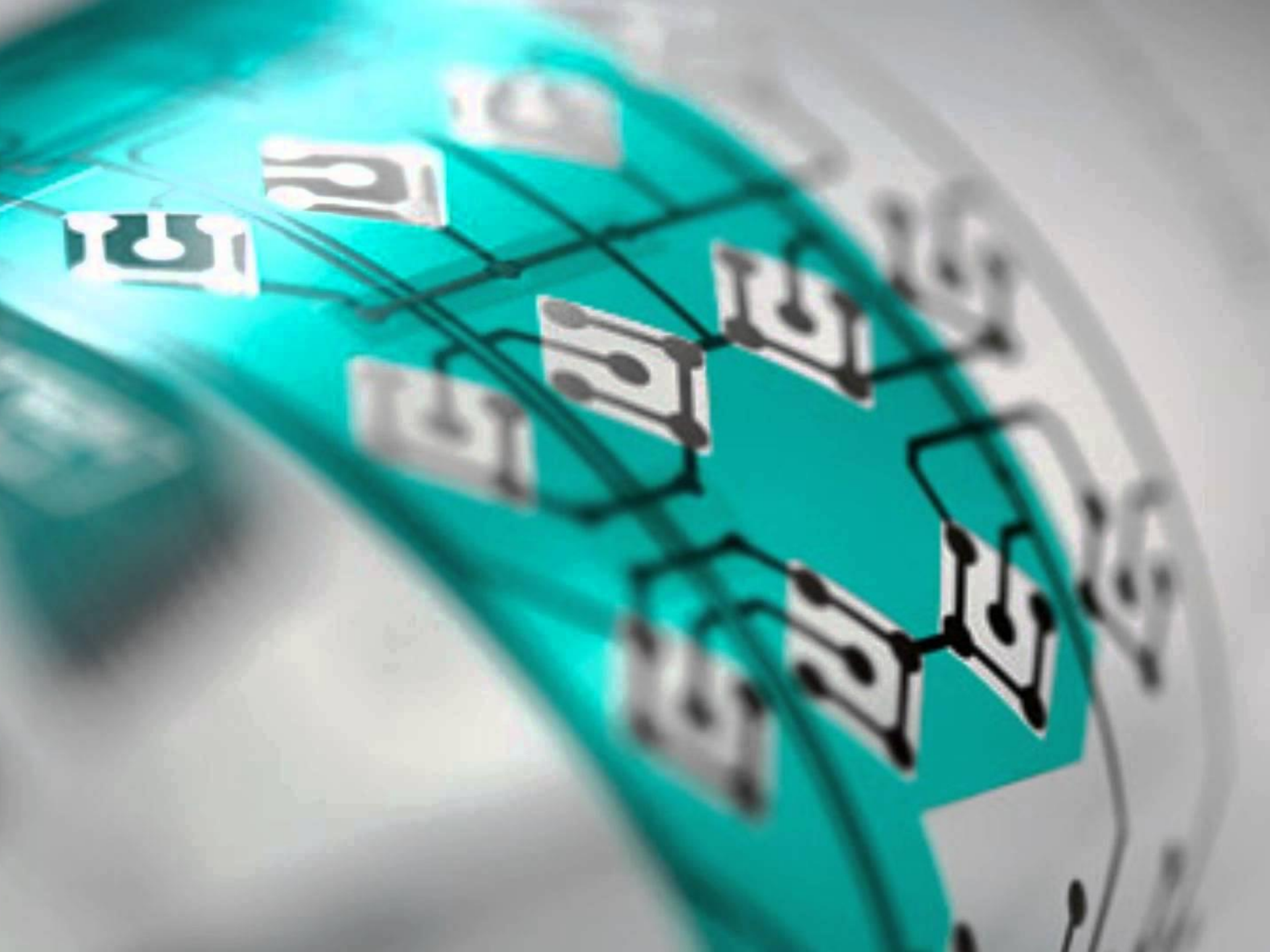
Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

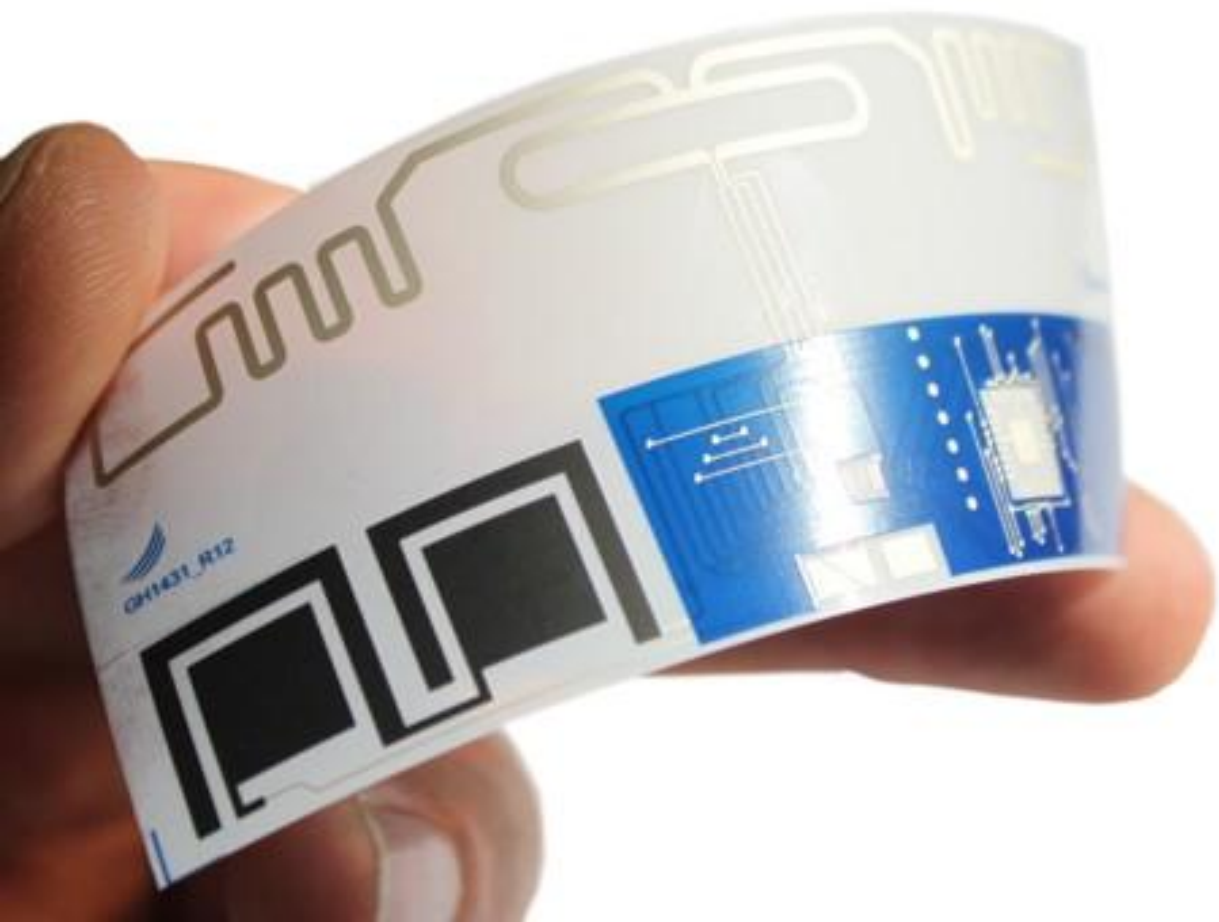
PRINTED ELECTONICS

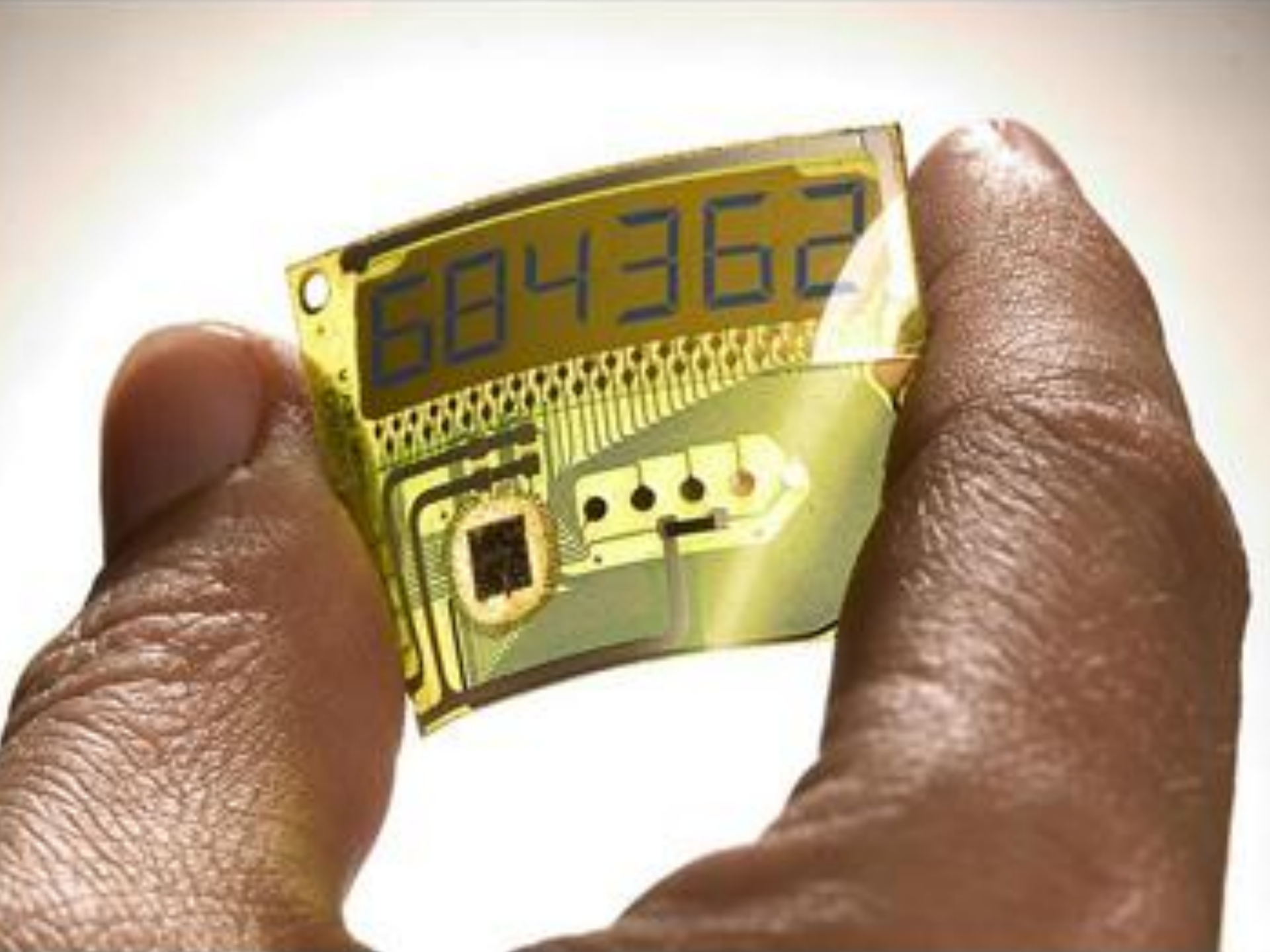
TANATTA KOSHIHADEJ

Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

POLYMER + ORGANIC









THIN

THIN LIGHT WEIGHT

**THIN
LIGHT WEIGHT
FLEXIBLE**

**THIN
LIGHT WEIGHT
FLEXIBLE
LARGE AREA PRODUCTION**

**THIN
LIGHT WEIGHT
FLEXIBLE
LARGE AREA PRODUCTION
ELECTRICAL**

MEGA
TRENDS



INNOVATION



APPLICATIONS



TANATTA KOSHIHADEJ

Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development

MEGA
TRENDS



INNOVATION



APPLICATIONS



TANATTA KOSHIHADEJ

Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development



HEINZ LASAGNE

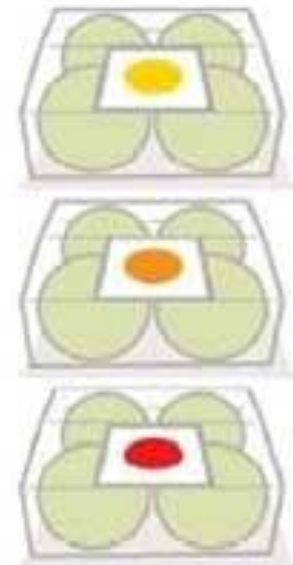
15 60 8

Download recipe

Video recipe

← Back

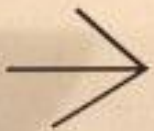
Next →



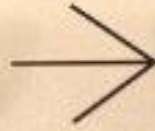




牛ローススライス
原材料名/牛(国産)
100g当り 399 賞味期限 200
798
価格(円)



牛ローススライス
原材料名/牛(国産)
100g当り 399 賞味期限 200
798
価格(円)



牛ローススライス
原材料名/牛(国産)
100g当り 399 賞味期限 200
798
価格(円)







A hand in a brown sweater sleeve holds a white yogurt container. A red and pink sticker is placed over the top of the container. The sticker contains the text "Don't eat me - I have gone off!". The container has "ORGANIC" in green and "Natural Yoghurt" in blue printed on it. The background shows an open refrigerator with a wire shelf containing a carton of orange juice and some mushrooms.

*Don't eat me -
I have gone off!*

ORGANIC
Natural
Yoghurt

ลองคิดเล่นๆ







มรดกและความเข้าใจแก่เกษตรกรผู้สนใจอีกทางหนึ่ง

แปลงฝึกขนาดใหญ่ (เกินเฮกตาร์) ไว้บริการให้ทุกท่านได้มาเยี่ยมชม ซื้อมือถือ หรือจะ
 วมเยี่ยมไว้บริการจัดจำหน่ายอาหารเช่น ยา ลาบ หลน หรือน้ำพริก โดยทานอยู่กับผัก
แนะนำอาหารที่อร่อยและปลอดภัย แล้ว เราจึงจำหน่าย

เกษตรอินทรีย์ (Organic)

Royal Project Products)

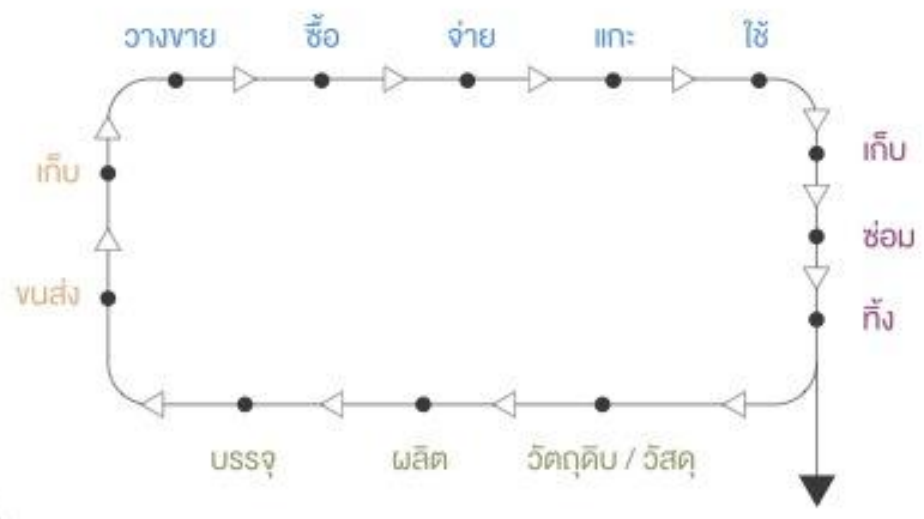
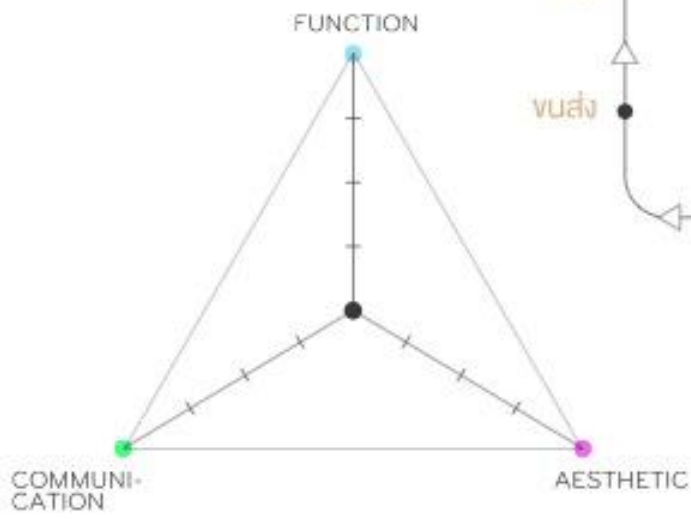
และตามฤดูกาลเท่านั้น





WHO is target
WHAT are the key selling factors
WHERE to buy / use / keep / leave
WHEN to buy / use / keep / leave
HOW to buy / use / keep / leave
WHY they love your product

WHO is target
WHAT are the key selling factors
WHERE to buy / use / keep / leave
WHEN to buy / use / keep / leave
HOW to buy / use / keep / leave
WHY they love your product



THANK YOU

TANATTA KOSHIHADEJ

Thailand Creative and Design Center (TCDC)
Department of Design and Creative Business Development