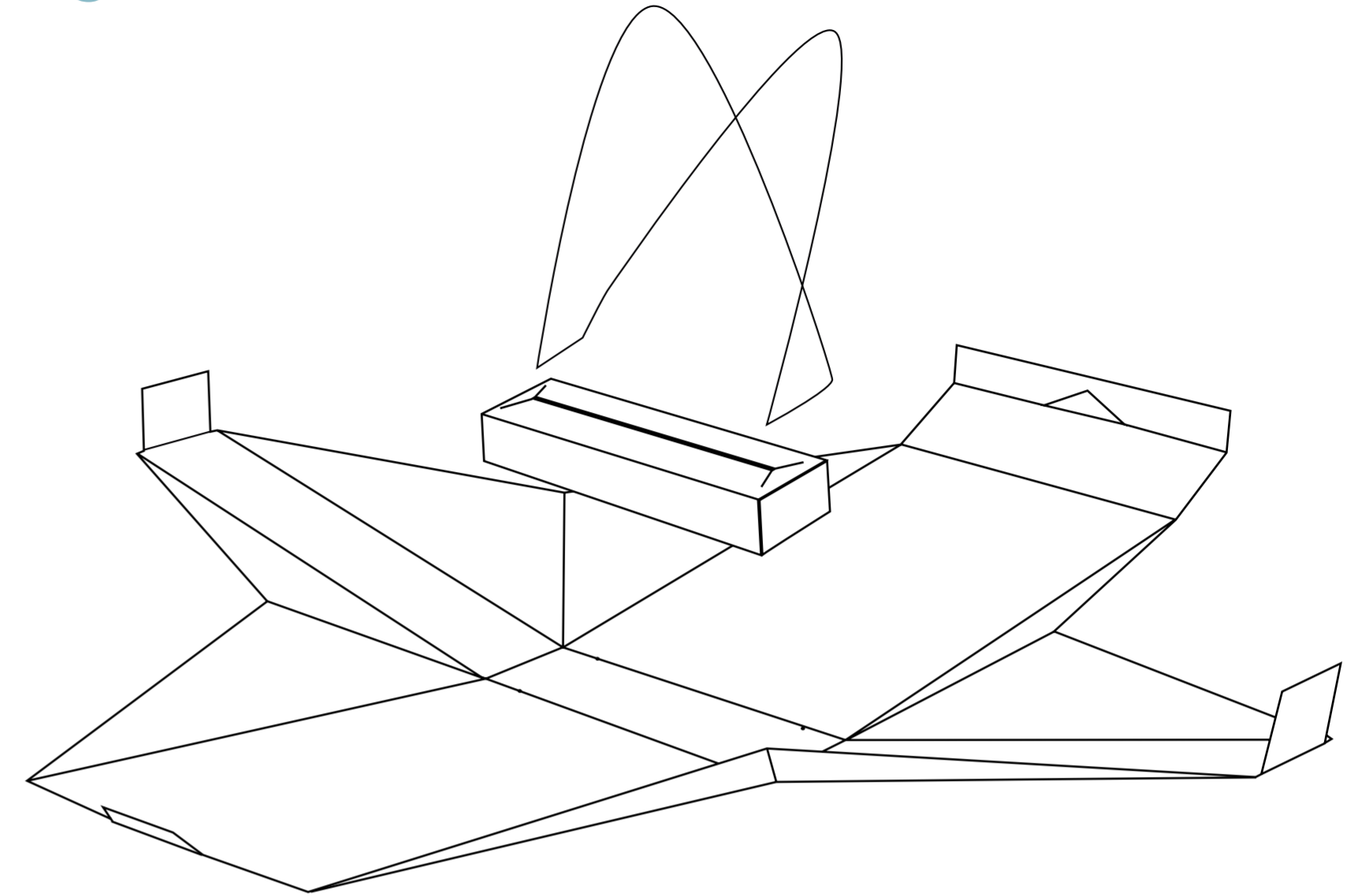


E-commerce packaging for books



concept

A good book contains excitement and surprise. It is also touching emotions and that's why it stays in memory for a longer time. Every book should have an unpacking experience. The customer should be animated to keep the product and also wants to order again from the same company. For this reason the packaging „vayu“ has been designed. It is a simple folding, that seems to unfold itself. The packaging surprises the customer and sets the book in scene. An atmosphere is created that is actually only possible in a store window. Another advantage is the optimal protection during shipping.

key features of the solution and how these meet the original brief

The exterior of the package 'vayu' is rectangular, plain and supposes nothing unusual. The used corrugated cardboard protects the containing product against damage during transportation. Logistically and in delivery the form is cost neutral and causes no more costs. The volume of the package is adjustable on the product. Different sizes will be offered, therewith every book format is protected and optimally presented. The four sizes are 200x100x60, 300x200x60, 400x300x70 and 500x400x80 mm. Another benefit of the unostentatious appearance is the low expectation of the customers. This situation is very good for the unpacking experience because who expects little, can be even more surprised. When the consumer gets the package and opens it, it unfolds itself and the presentation area appears. The unusual form surprises, but doesn't steal the show of the product. It accentuates the valence of the product. The bookstand and the white elastic band offers best footing for one or more books during transportation and presentation. Thus the package brings the POS in the living room.

sustainable

The packaging 'Vayu' stays for sustainability because its extraordinary form is very surprising, but at once it is very logistically designed. That means for the logistic processes no problems will be occurred because a package from DHL has to be at least 15 x 11 x 1 cm. Moreover only one side has to be printed. Only little material is used except the two glue lines because of the folding. Besides the package consists of a recyclable material cardboard. So after its purpose the package can be recycled to a new product.

structural design, functional aspects and the benefits for retailer and consumer

Tension is generated through the bilayers of material of the simple folding. This is helpful to produce a movement during the opening that surprises the consumer. It is a simple folding with big effect. For the package less material is used, therewith the customer has not much waste. The packaging needs only unilateral printing. This saves money and with this restraint the product can be the focus. Because of its folding the bookstand needs just two lines of glue to stay in position. As already mentioned the elastic band offers best footing, but at the same time it is very easy for the customer to remove the book from the package. For the consumer this kind of e-commerce packaging has the advantage, that the anticipation will be increased, while unpacking he/she will pause, take time for this moment and he/she will enjoy.

target group/encourage to buy this product

The target group are people of all ages, who like to read. Besides they prefer real books than digital media like e-reader. They want to feel and smell the materiality. People who like well designed books, they also like clever packaging. Books create an atmosphere which electrical appliances can't.

graphic design

In the middle of the package front, the logo is positioned centrally. It is black and stays in contrast to the white background. The fictitious company for online book trade is called „vayu“. 'Vayu' is an Indian deity and represents wind and speed. This characteristic of speed is very important for the company, because they deliver the books very fast and easy. Around the logo is a rectangle positioned, which repeats the form of the package and the books. On the narrow sides of the package are symbols and instructions how to position the package in the right way before opening. On the edges shines a blue colour. It is the same colour which is used for the bumper sticker, that is on the opening tab. The colour blue is selected, because of its soothing and relaxing effect. The package should bring the customer in a laid-back atmosphere because in a stressed mood no one wants to read a book.