

**WORLDSTAR
WINNER 2013**

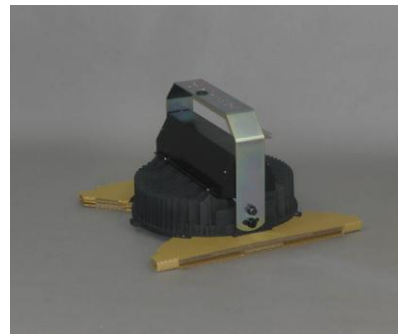
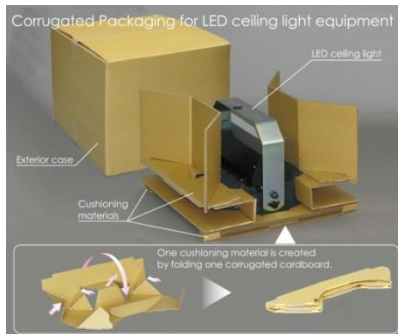
Electronics

18 Entries

11 winners

Entry Name: Corrugated Packaging for LED ceiling light equipment
Entry Number: 0292/E
Company: RENGO CO.LTD.
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: ma-ishitani@rengo.co.jp
Website: www.rengo.co.jp

Material-saving shock-absorber made from one corrugated sheet and its fanfold design enables people to erect it easily. Corrugated layers firmly fix and protects the product inside. Compared to the existing packaging design, we optimised material by using the area that is today thrown away as waste. As a result we succeeded in maintaining the equivalent shock-absorbing performance with drastically less usage of material.



Entry Name: Easy-access fan Packaging for reuse
Entry Number: 0087/E
Company: TOSHIBA CORPORATION
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: mami.shirai@toshiba.co.jp
Website: www.toshiba.co.jp

Japan has hot summers, and it is common for electric fans to be brought out in summer and then packed away again in the fall. However, the shipping container is difficult to store again. We have improved this container so that it can easily be used as a storage box, with a design based on universal design principles, the ability to repeatedly reuse the boxes makes for environment-friendly packaging. Large opening makes it easy to remove and replace product. Packing diagrams present easy-to-follow instructions in pictures.



Entry Name: Folding spool
Entry Number: 0295/E
Company: SERVISBAL OBALY s.r.o.
Country: Czech Republic
National Competition: Czech Republic, Obal roku
Email: kubikova@servisbal.cz
Website: www.servisbal.cz; www.eobaly.cz

The folding spool made of corrugated cardboard is used as a replacement of traditional material: wood, plastics and coiled cartons. Fully equals these materials in strength characteristics and at the same time offers some advantages. First of all it's a cheaper solution which is also ecological due to recycled material. The spool offers a possibility of transportation in an unfolded state thanks to the special construction of a tube. The spool allows for a substantial reduction in the cost of production, delivery and storage.



Entry Name: Hybrid Hot Water and Heating System 'ECO ONE'
Entry Number: 0194/E
Company: Chuoh Pack Industry Co.Ltd
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: kaihatu1@mcpack.co.jp
Website: www.mcpack.co.jp

This is for packing of a long and heavy product (60 kg), made of corrugated material it is easy to recycle, without using the conventional wooden tray or urethane foam. Simple structure, easy to pack or unpack, yet protects product well. By increasing the number of posts to support the product, it is as strong as a wooden tray with urethane foam. It is usable for both 50 litre and 100 litre hot water systems, and has achieved 20% cost reduction compared with our conventional package.



Entry Name: PACKAGING OF SOLAR LANTERN
Entry Number: 0289/E
Company: LARSEN & TOUBRO
Country: India
National Competition: India, Indiarstar
Email: bhandarkarvv@Intebg.com
Website: www.Intebg.com

The solar lantern is a product to promote green initiative & package is in line with this concept. Unique & creative package design which gives total protection to electronic components. Premium look with state of the art printing on carton with direction of use. Distinct design of top padding facilitates firm grip while unpacking and bottom padding locks product inside unit pack. Plastic handle on carton for ease of handling. Recycled paper with 36% reduction in material content achieved by design excellence.



Entry Name: Reusable Green Packaging for Refrigerator
Entry Number: 0159/E
Company: Samsung Electronics Co. Ltd
Country: Korea, Republic of
National Competition: Korea, Korea Star Award
Email: hw.park@samsung.com
Website: www.samsung.com

Reusable Green Packaging for refrigerator is a completely new packaging method and the first packaging technology for heavy home appliances in the world. This packaging is using Non-toxic expanded polypropylene(EPP), This technology is designed to reduce a toxic substance - Tree planting effect : 130,000 trees/year|- Reduction of CO2 (7,000ton/year)



Entry Name: Smart packaging for a small printer
Entry Number: 0210/E
Company: KYOCERA Document Solutions Inc.
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: masakazu.takeuchi@dc.kyocera.com
Website: www.kyoceradocumentsolutions.com

This small-printer packaging features easy product removal, through packing material reduction, and utilizing a product bag with a handle. Product frame reinforcement, optimization of buffer material shape and pad form around the product surface, which were obtained in the CAE simulation, enabled compact packaging. Although all-paper packaging generally requires a buffer distance of 50 mm or more, we could achieve all-paper packaging with a 30 mm buffer that can withstand a 1-meter high free fall test.



Entry Name: Sprout Brand 'Fashion' and 'Non-Fashion' Mobile Phone Accessories Packaging

Entry Number: 0399/E
Company: Outerspace Design Group Pty Ltd
Country: Australia
National Competition: Australia, Australian Packaging Design Awards
Email: team@outerspacedesign.com
Website: www.outerspacedesign.com

The packaging design for utilitarian accessories achieves multiple objectives: eco-friendly, cost-effective, unique, ownable appearance and shelf impact, securely holds and protects the product, provides ample space for branding, user accessibility: allows product to be removed and replaced without damaging the pack, The fashion accessories pack also has high product visibility. Each structural package is an unconventional format with three recyclable parts, including a common outer tray in formed pulp, with a removable inner tray formed to suit the accessory.



Entry Name: TalkPack
Entry Number: 0057/E
Company: Wipak Walsrode GmbH & Co. KG
Country: Germany
National Competition: Germany, Deutscher Verpackungspreis/German Packaging Award
Email: adolf.ahrens@wipak.com
Website: www.wipak.com

As the first packaging, TalkPack is made for sound reproduction without using applied electronic tags. An invisible code allows maximum creative leeway of designs. It can be integrated in standard printing processes so no additional economical effort is necessary for packaging production. No smart phone/internet connection is needed. Allows barrier free shopping for consumers with eye diseases. They can easily access information about manufacturing, ingredients, allergens etc. By touching the packaging with a dedicated output device the packaging starts to talk via the device.



Entry Name: Transport packaging for Audi Q5 Headlight
Entry Number: 0293/E
Company: SERVISBAL OBALY s.r.o.
Country: Czech Republic
National Competition: Czech Republic, Obal roku
Email: kubikova@servisbal.cz
Website: www.servisbal.cz; www.eobaly.cz

Transport headlight packaging is designed so that it creates a simple manipulation unit that is fully palletized on the EUR pallet. Its fixation is accustomed to the packaging of both the right and left headlight. An inventive way of assembling prevents any movement inside and creates sufficient crumple zones. The suitability has been tested by a drop test and certified by quality assurance departments. This fixation replaced the original one which consisted of three parts that were stuck together.



Entry Name: Universal Design Package for 'Active Motorized Wheelchair'

Entry Number: 0193/E
Company: Chuoh Pack Industry Co. Ltd
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: kaihatu1@mcpack.co.jp
Website: www.mcpack.co.jp

This is the package of universal design for a wheelchair enabling packing and unpacking to be much easier and safer than before. In packing, all you have to do is just move the wheelchair into the tray, and you need not manually lift it when you take it out. It accommodates two different types of wheelchair, wheel and steering, or 8 different types of wheelchairs in all. It also holds either of the 2 different types of batteries in it. It saves 5% of packing time, 20% of cost, 24% of freight, and 10% of material weight.

Packing of Universal Design for Active Motorized Wheelchair
Developed By IM Division, Chuoh Pack Industry Co. Ltd. & Chuoh Pack Industry Co. Ltd.

Before:
● Laid the package on its side, pushed the wheelchair into it, put the package back to upright to close it.
● Had to manually lift it to remove it from the package. (L-1)

Now:
● Pull it out of the tray easily with no hand labor. (L-2)

● All you have to do is just push the wheelchair onto the tray.
● Packing & unpacking much easier and safer.

● The 4 packing components adapt to 2 types each of wheelchair wheel and steering (left hand/right hand), and can pack both 8 different types of wheelchairs. Further, the components efficiently pack the product with minimum materials, leading to box downsizing! The package holds either of the 2 different types of batteries in it.

The Effect of Improvements
★ Saved freight 24%!
★ Saved materials 10% in weight!
★ Saved packing & unpacking time 5%!
★ Saved total cost 20%!

