

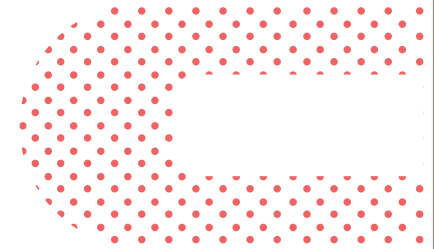


Medical BAND-AID

Structural | Surface Packaging

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Final Design





Module

Packaging Design

Faculty Mentor

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Brief

To choose a soft-selling product, rethink its structural packaging and redesign the surface visuals adhering to the brand guidelines of either an existing brand or a fictional brand.

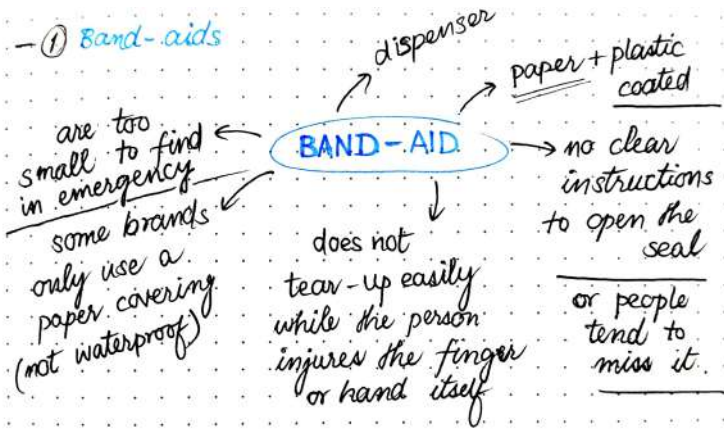
Concept

I chose medical band-aid as my product, studied the other existing brands identifying the pros and cons of their packaging, accessibility and scalability.

Challenges

One of the main challenges in this project was to redesign the already simple packaging structure for band-aids that are sold very cheap, so keeping the structure simple and manufacture-friendly was a given. The other challenge was to convey the brand visuals, product information and other necessities on the small surface area of the packaging box.





Cohesive bandage packing and banding wrap are used in a variety of markets and applications and are most often used to wrap personal care products such as Band-Aids. Usually made of materials like polystyrene paper, pvc, latex, etc.

User Frustrations

Creates confusion

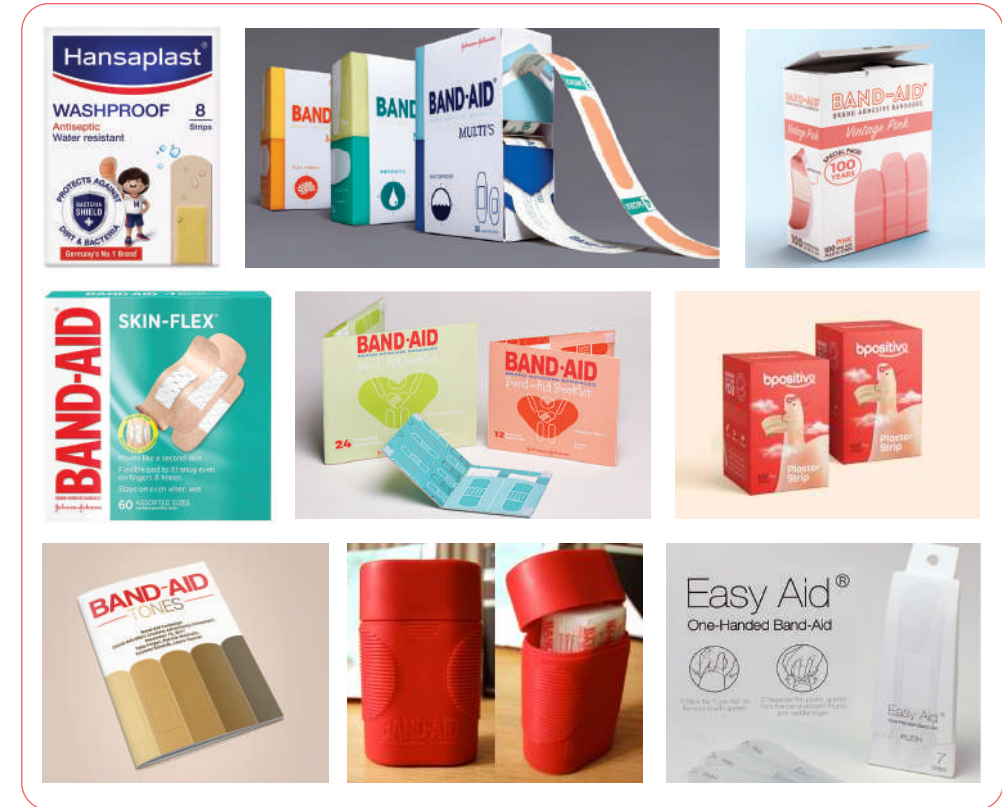
The label has no distinct or attention grabbing instructions on how to unpack a Band-aid, so people end up missing it and get confused.

Doesn't tear easily

The cover does not tear up easily while the person injures himself in the hand or finger, creating difficulty and anxiety for the patient.

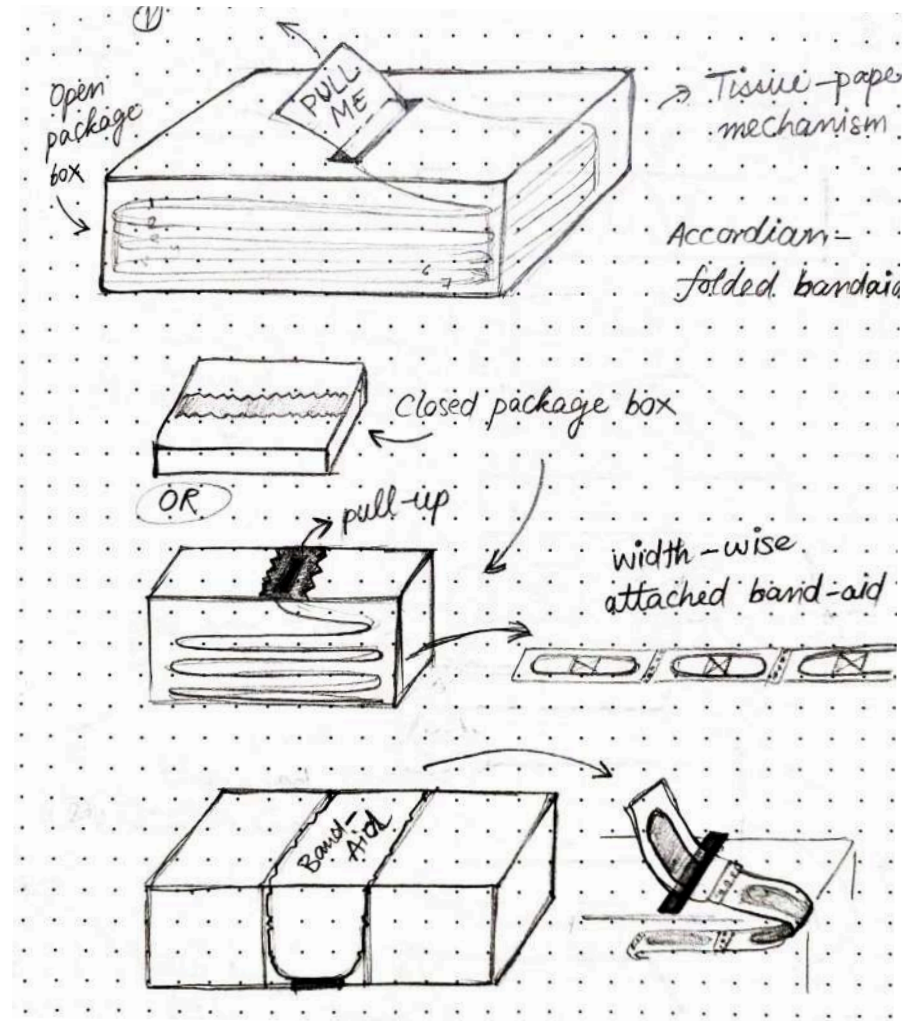
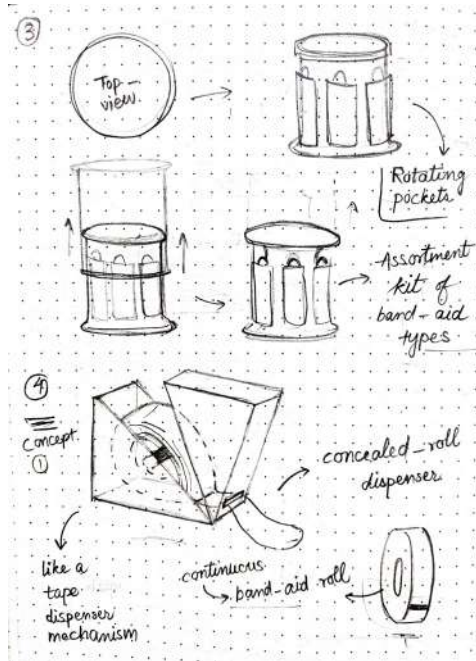
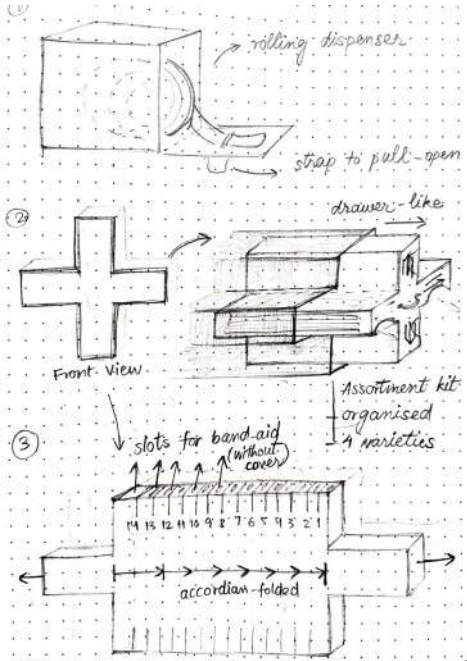
Doesn't stand out from the competition

Most of the band-aids are either on the pharmaceutical line and the rest playful ones for children, and thus fail to stand out from the competition.

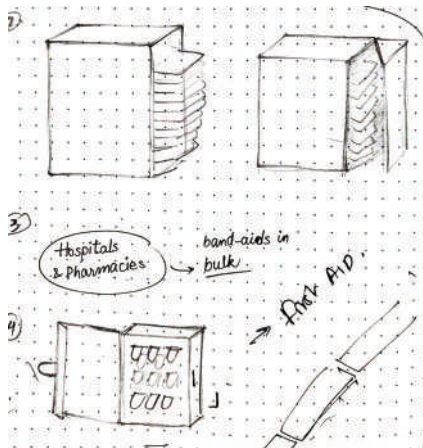


These problems may seem manageable, however considering the emergency situations these band-aids are used for, there is a need to improve the labeling, organization for variety pack contents, using clear packaging, reducing visual noise, offering latex-free and recyclable packaging options.

Moreover, the little band-aids are difficult to find in a medical kit unless stored in its tin, bottle or plastic box which merges with the other first aid items.

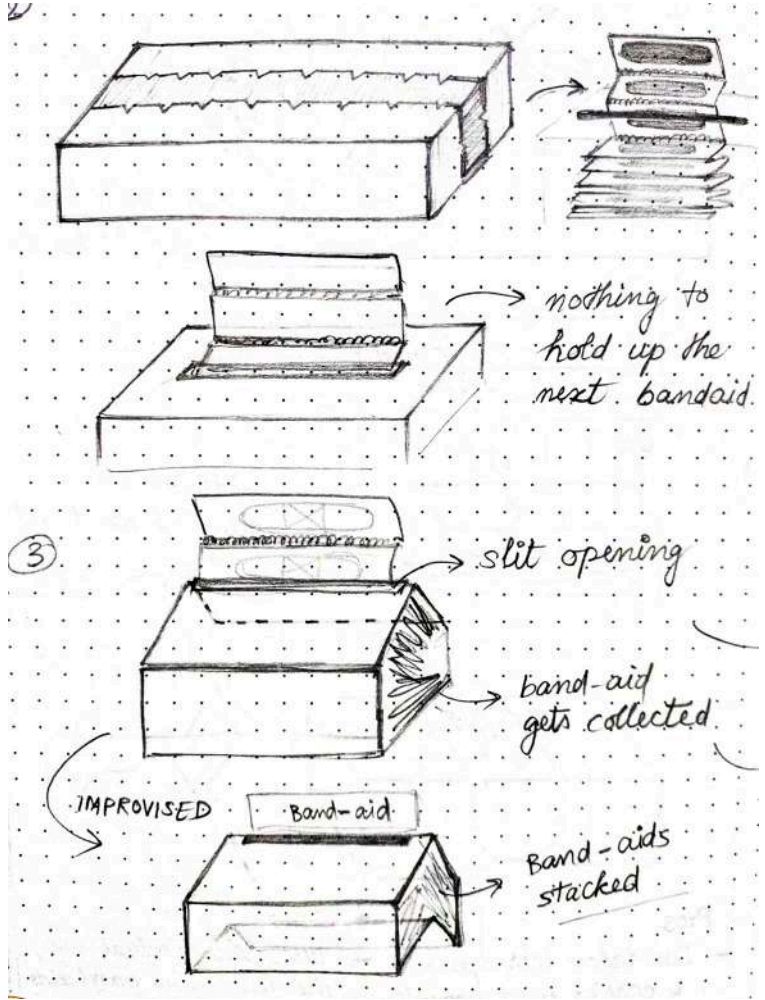


- Individually wrapped bandages
- Instructions on how to use
- Easily openable
- Resealable closure
- Easy dispensing
- Easy to carry around
- Organised pack

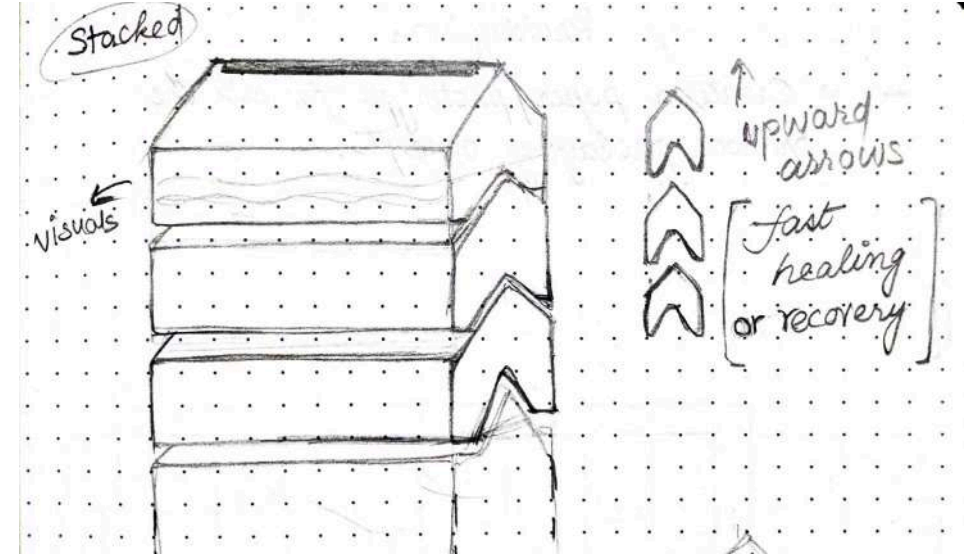


Pros
 Box takes less space and carries good amount of edge-attached band-aids.

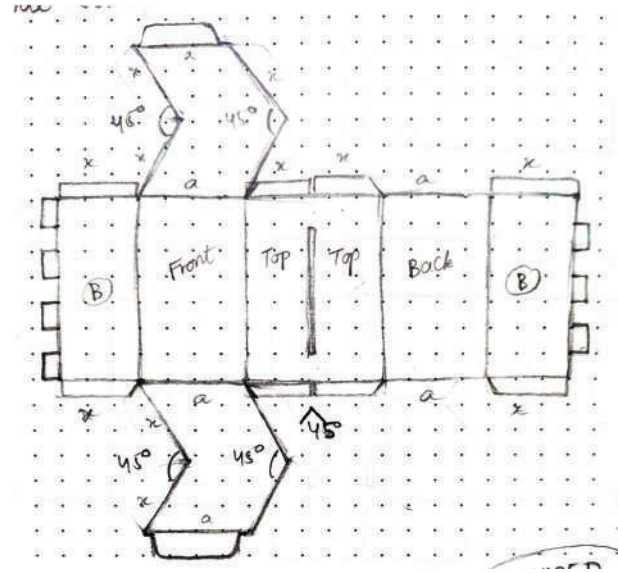
Cons
 Moreover with the gradual use, the last few band aids would fall down at the bottom.



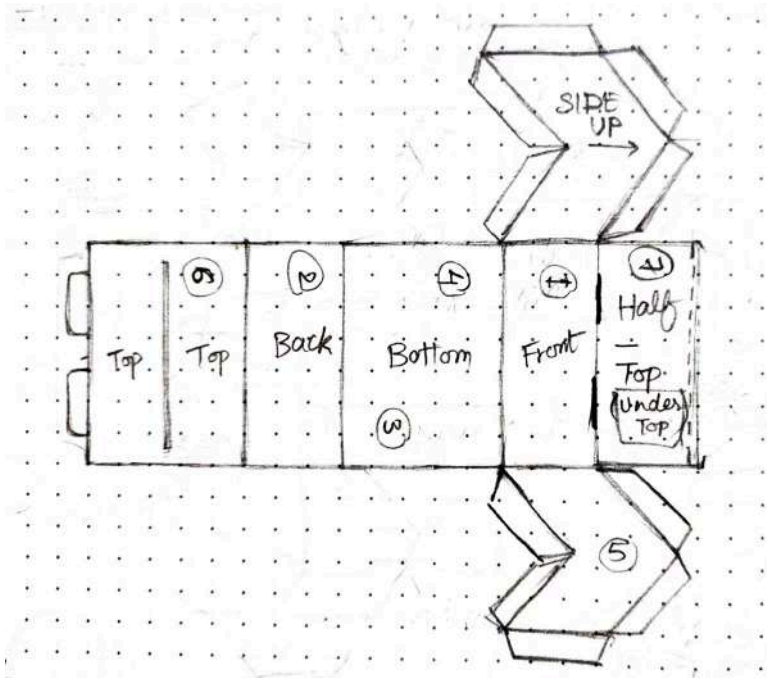
Inspired by the tissue paper dispensing mechanism, I went along the lines of a top linked dispenser box. However, the band-aids getting collected at the bottom with nothing to hold it up outside for pull created a problem. So, I angled the structure at 90 degrees for improved stacking and dispensing of each band-aid.



- Easy stacking of band-aid
- Improved dispensing
- Resealable & refillable
- Unique shape
- Stackable boxes



1. Brand & Product name
2. Content - Composition
3. Manufacturer details
4. Barcode, mfg & exp dates
5. Product features
6. Instructions for use
7. How to refill information



Packaging Type 01
 For individuals & families,
 Small boxes of 10, 20 units
 More informal & conversational tone

Heal-Hub

Given the unique shape of the packaging box,
 I went ahead with a fictional pharma brand named Heal-Hub.

Target Audience

Primary: Individuals & families who
 prioritize first-aid at home, offices

Secondary: Pharmacies, hospitals
 for resale as a part of first-aid

Brand Values

Safety & well-being: guardian for health safety

Innovation: innovative technology, products and packaging

Reliability: trustworthy and medically approved products

Tone of Voice

Informative : providing ample & transparent information

Re-assuring: comforting the customer with the product quality

Conversational : having short phrases to make pharma brand friendlier

Packaging Type 02
 For pharmacies, hospitals
 Bigger boxes of 50, 100 units
 Informative & formal tone



Initial LOGO iterations for the brand Heal-Hub

Chose this color for the brand as a bridging gap between the strong association of red cross with pharma brands and making the first-aid not intimidating for the injured customers.



Incorporated the signature traingular shape from the structure to the visual identity of the brand.



Breaking the big monotonous chunks of production & medical information into short, precisely arranged on the small surface area of the packaging box.



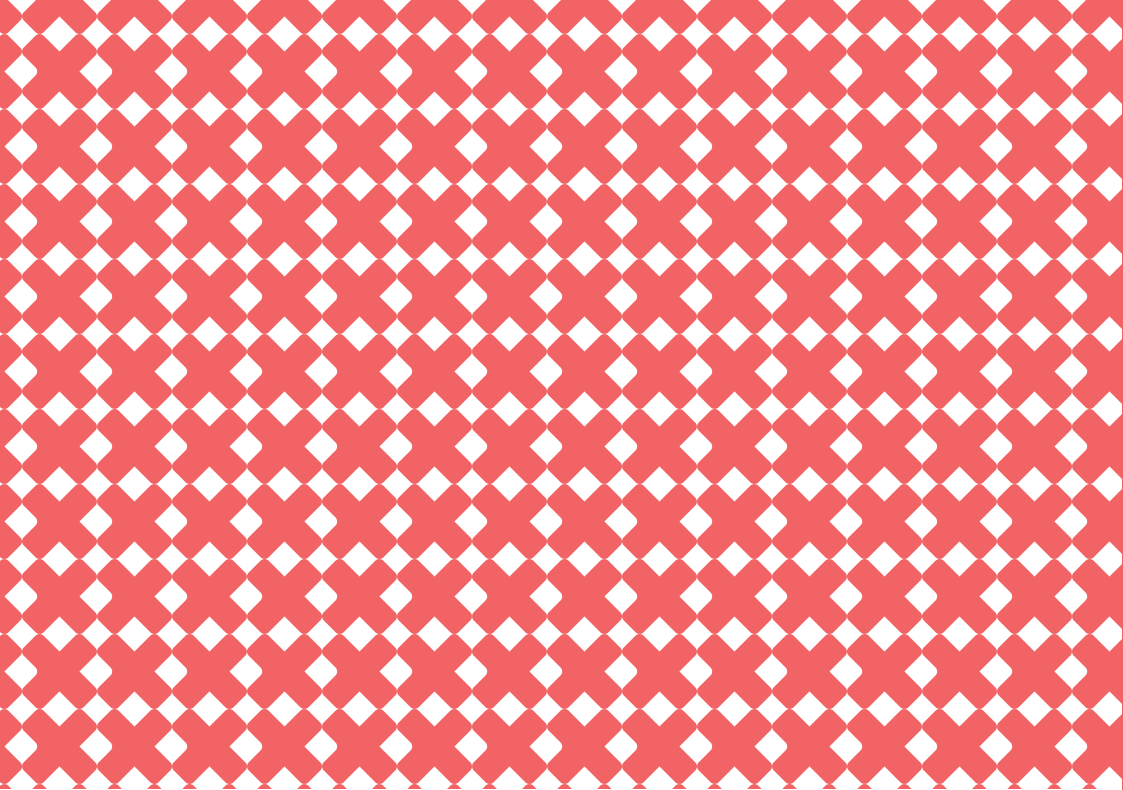
Title 8 pt
Body Text 6 pt
Dumnyy text (take one for your wound. Have a fast recovery.)



The final design has 3 variations of packaging boxes for the different types of band-aids. The above given dieline is for the final design of 10 units. The height of the box can be increased to house larger units of band-aids for B2B resale in medical sector.



Leading Hub for a feaster healing!



Structural & Surface Packaging Design

Design Proces Manual

Project By - Twinkle Sahu

SEMESTER 5

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