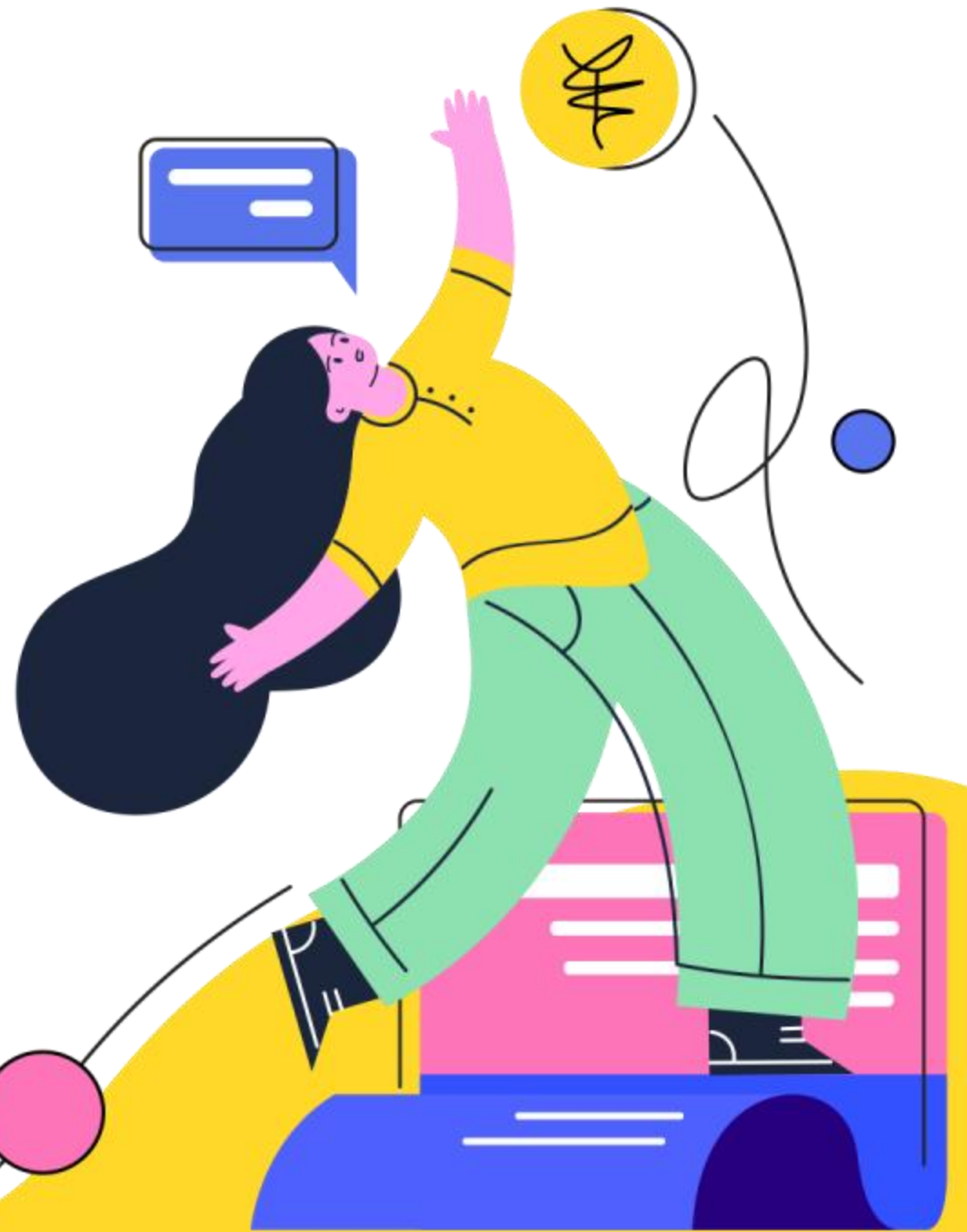




包装设计的功能 Functions of Packaging Design





包装设计的功能主要包括以下方面：

The main functions of packaging design include the following:

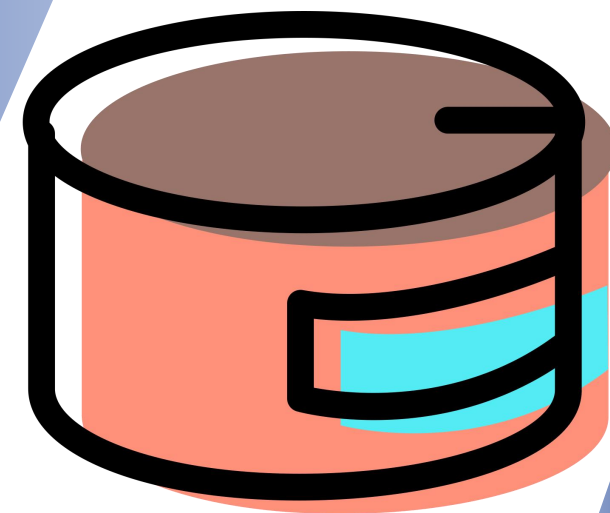
1. 保护功能

1. Protection Function

产品包装最主要的功能。包装不仅要防止由外到内的损伤，也要防止由内到外产生的破坏。

The primary function of product packaging.

Packaging should not only prevent damage from the outside to the inside but also prevent damage from the inside to the outside.





包装设计的功能主要包括以下方面： The main functions of packaging design include the following:

1. 保护功能 1. Protection Function

保护商品既要保护商品物理性的损坏，如防冲击、防震动、耐压等，也包括各种化学性及其它方式的损坏，如化学品的包装如果不达到要求而渗漏，就会对环境造成破坏。如啤酒瓶的深色可以保护啤酒少受到光线的照射，不变质。

Packaging should protect the product from physical damages like impacts, vibrations, and pressure, as well as various chemical and other forms of damage. For example, if chemical packaging is substandard and leaks, it can harm the environment. For instance, the dark color of beer bottles protects the beer from light exposure, preventing spoilage.





2. 便利功能 2. Convenience Function

- 时间方便性
- Time Convenience
 - 科学的包装能为人们的活动节约宝贵的时间，如快餐、易开包装等；
 - Scientific packaging can save valuable time in people's activities, such as with fast food or easy-open packaging.





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2. 便利功能 2. Convenience Function

- 空间方便性
- Space Convenience
 - 包装的空间方便性对降低流通费用至关重要。尤其对于商品种类繁多、周转快的超市来说，是十分重视货架的利用率，因而更加讲究包装的空间方便性。
 - The space convenience of packaging is crucial for reducing circulation costs. This is particularly important for supermarkets, which handle a wide variety of goods with fast turnover rates and therefore prioritize the efficient use of shelf space.



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2. 便利功能

2. Convenience Function

- 空间方便性

- Space Convenience

- 规格标准化包装、挂式包装、大型组合产品拆卸分装等，这些类型的包装都能比较合理的利用物流空间。
- Standardized packaging, hanging packaging, and dismantling large combined products all effectively utilize logistics space.



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2. 便利功能

2. Convenience Function

符合人体工学 Ergonomic

- 按照人体工程学原理，结合实践经验设计的合理包装，能够省力方便，使人产生一种现代生活的享乐感。
- Reasonable packaging design, based on ergonomic principles and practical experience, can be labor-saving and convenient, providing a sense of enjoyment in modern life.



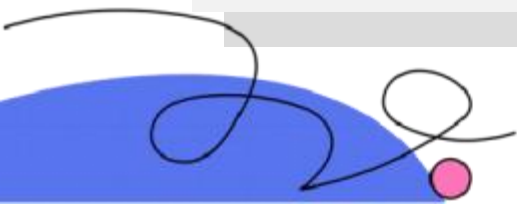


2. 便利功能 2. Convenience Function

符合人体工学

Ergonomic

- 便利功能要求在产品包装设计中，考虑产品在以上存储和流通过程中时间、空间以及人体工学上的便利性。
- Convenience functions in product packaging design need to consider time, space, and ergonomic convenience during storage and circulation processes.



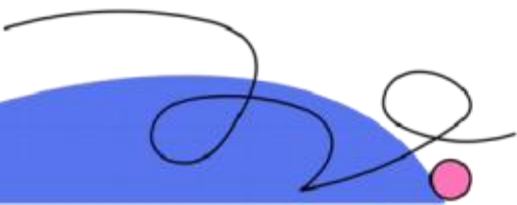


3. 销售功能 3. Sales Function



在市场竞争日益强烈的今天，包装设计的重要性更为突出。优秀的包装设计能够吸引消费者的注意，从而提高市场竞争力。

In today's increasingly competitive market, the importance of packaging design is more prominent. Excellent packaging design can capture consumers' attention, thereby enhancing market competitiveness.





例如，厂家常打着“全新包装，全新上市”的口号吸引消费者。

For example, manufacturers often use slogans like 'New Packaging, New Launch' to attract consumers.

logo





4. 提升企业形象

4. Enhancing Corporate Image

包装设计已经被列入企业的市场策略之中，可见包装对于提升企业形象起着重要的作用。通过优秀的包装设计，不仅可以提高产品的附加值，还可以增强品牌的美誉度和市场竞争力。

Packaging design has been integrated into corporate market strategy, highlighting its vital role in enhancing the corporate image. Excellent packaging design not only adds value to products but also boosts brand reputation and market competitiveness.





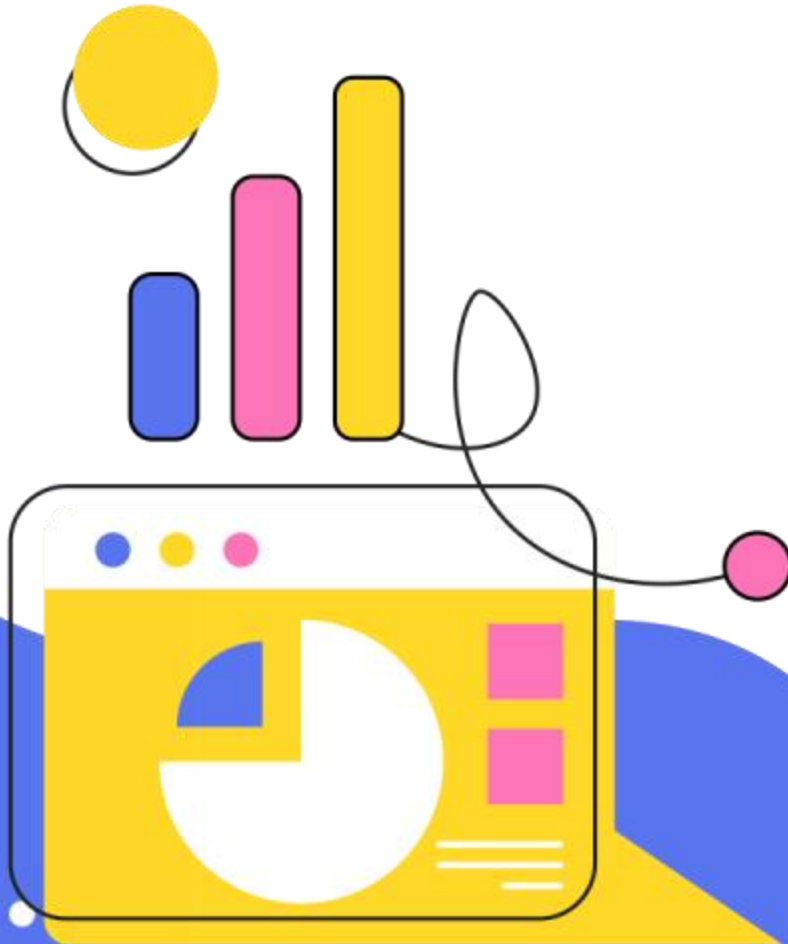
4. 提升企业形象

4. Enhancing Corporate Image

在包装设计中，我们可以通过色彩、形状、材料等方面的运用，来表现品牌的特色和风格，让消费者更容易被吸引和记住。


In packaging design, we can utilize colors, shapes, and materials to express the brand's characteristics and style, making it easier for consumers to be attracted and remember the product.



A decorative graphic on the left side of the slide. It features a bar chart with three bars of increasing height in blue, pink, and yellow. Above the bars is a yellow circle. Below the bars is a computer monitor displaying a pie chart with a blue slice and two pink squares. A pink circle is connected to the monitor by a line. The background has abstract shapes in pink, yellow, and blue.

一个好的包装设计需要以"人"为本，站在消费者的角度考虑，拉近商品与消费者的关系，增加消费者的购买欲，同时也促进消费者与企业之间的沟通。

A good packaging design is people-centric, considering the consumer's perspective to bridge the gap between the product and the consumer, enhancing the desire to purchase and fostering communication between the consumer and the company.



在考虑包装设计的功能时，不仅要关注包装的物质功能，也要注意其作为一种营销策略对于产品销售和企业形象的影响。
When considering the functions of packaging design, it is important to address not only its physical functionalities but also its role as a marketing strategy that impacts product sales and corporate image.



感谢各位的观看
Thank you for
watching.

