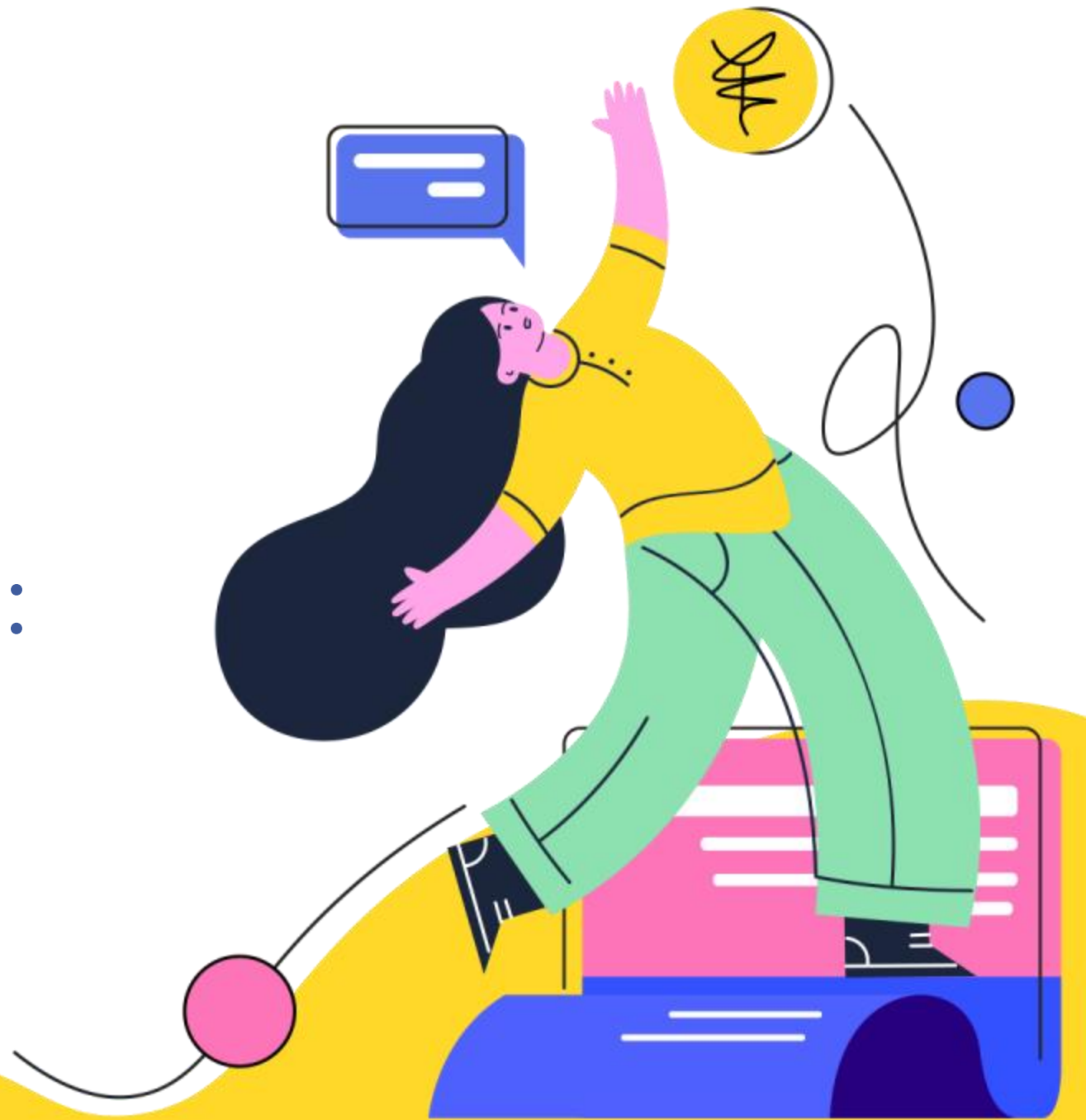




折叠纸盒包装设计 “三·三”原则

Folding Carton
Packaging Design:
"Three-Three"
Principle





三·三原则是指：

The "Three-Three" Principle refers to:

整体设计三原则、结构设计三原则、装潢设计三原则。

Three principles of overall design, three principles of structural design, and three principles of decoration design.



1. 整体设计三原则 1. Three Principles of Overall Design

整体设计应满足消费者在决定购买时首先观察纸盒包装的主要装潢面的习惯；

The overall design should meet the consumers' habit of first observing the main decoration side of the carton when deciding to purchase.



或者满足经销者在进行橱窗展示、货架陈列及其他促销活动时让主要装潢面面对消费者给予最强视觉冲击力的习惯。

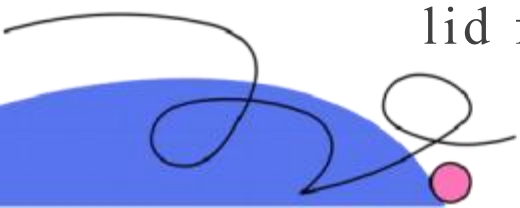
Alternatively, it should cater to the habit of retailers, who prefer the main decoration side to face consumers, providing the strongest visual impact during window displays, shelf arrangements, and other promotional activities.





整体设计应满足消费者在观察或取出内装物时由前向后开启盒盖的习惯。

The overall design should conform to consumers' habit of opening the box lid from front to back when observing or removing the contents.





整体设计应满足大多数消费者用右手开启盒盖的习惯。

The overall design should accommodate the majority of consumers who use their right hand to open the box lid.





2. 结构设计三原则

2. Three Principles of Structural Design

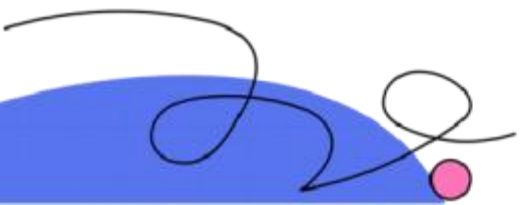
根据整体设计三原则，要求纸盒包装的结构设计应遵循以下三原则：

According to the three principles of overall design, the structural design of the carton should follow these three principles:



纸盒粘合襟片应连接在后板上。纸盒粘合襟片在大多数情况下，应连接在后板上；特殊情况下，可连接在能与后板粘合的边板上，但绝对不要连接在前板上。

The carton adhesive flaps should be connected to the back panel. In most cases, the carton adhesive flaps should be connected to the back panel; in special cases, they may be attached to the side panels that can adhere to the back panel, but they should never be connected to the front panel.





纸盒盖板应连接在后板上（粘合封口式主盖板除外）。

The carton lid should be connected to the back panel (excluding the main glued-seal lid).



纸盒主要底板一般应连接在前板上

The main bottom panel of the carton should generally be connected to the front panel.



这样，当消费者正视纸盒包装时，看不到接缝或由接缝不良而引起的外观缺陷。也不致产生由后向前开启盒盖，而带来取包装内装物的不便。

Thus, when consumers face the carton package directly, they will not see seams or appearance defects caused by poor seam quality. This also prevents the inconvenience of having to open the lid from back to front, which complicates the removal of the contents.





3. 装潢设计三原则

3. Three Principles of Decoration Design

根据整体设计三原则，要求纸盒包装的装潢设计也遵循以下三原则：

According to the three principles of overall design, the decoration design of the carton should also follow these three principles:

01. 纸盒包装的主要装潢面应设计在纸盒前板（管式盒）或盖板（盘式盒）上，说明文字及次要图案设计在端板或后板上。

01. The main decorative surface of the cardboard packaging should be designed on the front panel of the box (tube-shaped box) or the lid (tray-shaped box). Text descriptions and secondary patterns should be designed on the end or back panels.



装潢设计三原则 Three Principles of Decorative Design

02. 当纸盒包装需直立展示时，装潢面应考虑盖板与底板的位置，整体图形以盖板为上，底板为下（此情况适宜于内装物为不宜倒置的各种瓶型的包装），开启位置在上端。

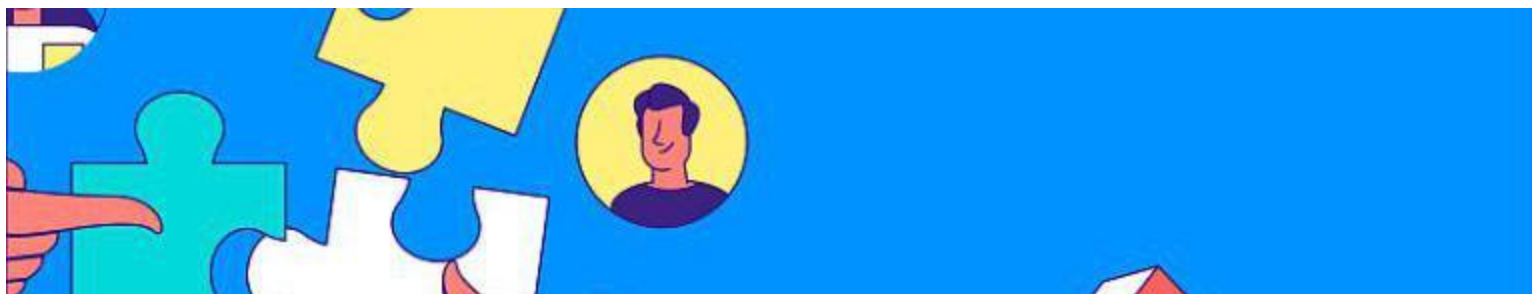
02. When the cardboard packaging needs to be displayed upright, the decorative surface should consider the position of the lid and bottom panels. The overall design should have the lid at the top and the bottom panel at the bottom (this is suitable for packaging various bottles that should not be inverted), with the opening at the top.





装潢设计三原则

Three Principles of Decoration Design



03. 当纸盒包装需水平展示时，装潢面应考虑消费者用右手开启的习惯，整体图形以左端为上，右端为下，但开启位置在右端。

03. When the cardboard packaging needs to be displayed horizontally, the decorative surface should consider the consumer's habit of opening with the right hand. The overall design should have the left end at the top and the right end at the bottom, but the opening should be on the right end.



遵从上述“三. 三原则”在中西文图案并存的设计中

Following the above 'Three Principles of Decorative Design' in designs that combine Chinese and Western elements.

内销产品包装的中文图案应作为主要装潢面设计在前板上

For domestic product packaging, the Chinese design should be the main decorative surface on the front panel.

而出口产品包装则反之外文图案应设计在前板上。

For export product packaging, the foreign language design should be placed on the front panel instead.



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watching.

