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## Innovative packaging visual design for sweetmeats

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**Abstract** This research selected best-selling dried fruits from data obtained through discussions with traditional sweetmeat manufacturers as objects for visual design. The emphasis is on the less-sugar and low-salt production method, shortened shelf life, and the novelty of reconstructing preserves as healthy snacks. Eco-friendly paper material was used in the innovative style of the packaging design, which is expected to attract young consumers and create a fresh image for the traditional sweetmeat industry of Taiwan.

**Keywords** Innovative Packaging, Packaging Design, Visual Design, Sweetmeats

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### Introduction

Along with the progress of the times, the quality of human life gradually improves, and so do fruit preserves produced by the traditional sweetmeat industry, whether in raw materials, additives, shelf life, packaging style, etc. Sweetmeats are being manufactured and designed with a healthier, fresher, and more aesthetic concept in order to keep pace with the times, encourage consumers to buy, and upgrade the quality of Taiwan's traditional sweetmeat industry.

In this paper, Baiguoshan, an area with the largest annual production of sweetmeats, was taken as the scope of investigation. Interviews were conducted with traders in the region and data recorded. Obtained information were organized, summarized, and analyzed. Then six kinds of sweetmeats were selected according to the best annual sales volume as elements for the visual design of the packaging. Eco-friendly paper was used as material for the new style of packaging design that enhances the fresh image of the traditional sweetmeat industry.

### Literature Review

In related research about sweetmeats, it was found that scholars conducted experiments on the ingredients used in making fruit preserves [2]. However, some researchers reacted that during production, too much sugar and salt are added to sweetmeats, which is detrimental to health [1]. Paritosh & Rupanjana think that sweetmeats are very popular in India, and the flesh of the fruit preserves produced there is rich and tasty; therefore, they are widely loved by the public. Yet, diesel heating consumes energy; therefore, it is expected that this method can be replaced by solar energy which requires the assistance of follow-up experiments [3].

In contrast, products made by Taiwan's traditional sweetmeat industry are also delicious, but changes in lifestyle gradually caused them to decline or even disappear, which is a pity. If new vitality can be injected through innovative approach in design, health consciousness, and environmental protection, then the value for the sweetmeats' existence can be promoted.

### Creation Design

Consumers believe that sweetmeats have very long shelf life because, undoubtedly, a lot of preservatives were added to them. But from observation of the sweetmeat production process during plant visits conducted for this article, it was found that the addition of an enormous amount of sugar and salt made sweetmeats non-perishable. In particular, sweetmeats with dryness level of less than 25% can be stored for one year or even longer. However, the addition of a lot of sugar and salt gives rise to worries of the products being unhealthy. Besides, although sweetmeats are divided into both wet and dry types and are available in different flavors, their manufacturing cost is very low. Therefore, the current commercially used packing style using sealed bags or zipper bags can only be used as a handy package and cannot be given as gift boxes during festivities.

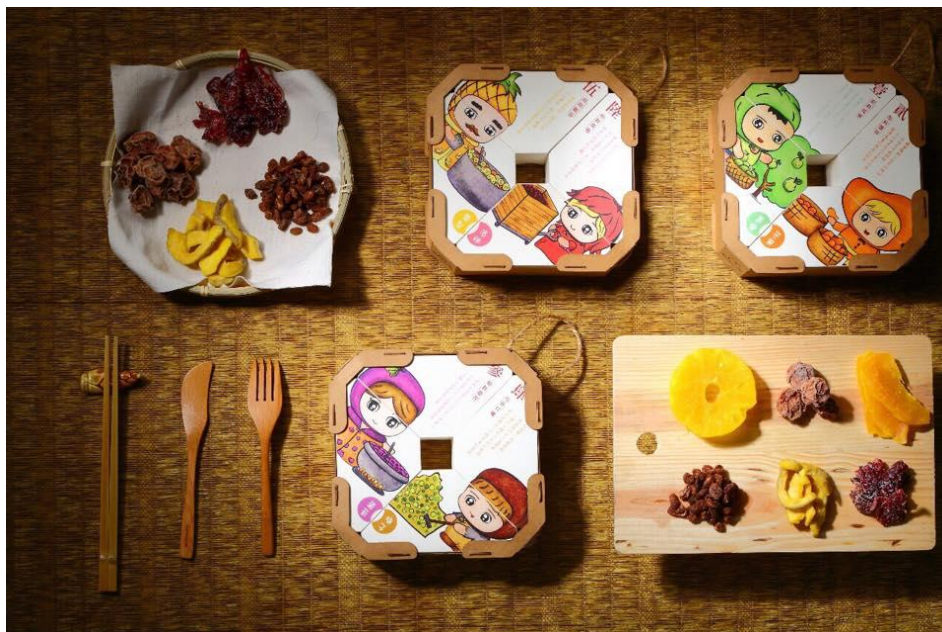
This paper chose 6 largely popular flavors of sweetmeats as the element for visual design. Moreover, after discussion with manufacturers, the amount of sugar and salt added to the preserves during production was



reduced, thereby shortening the shelf life. Then with innovative visual aesthetics, as well as unique and unusual style of packaging, the novelty of healthy snacks was recreated. These sweetmeats can also be used as gift boxes due to its decent and stylish appearance. The design was conceived with young women, office workers, and housewives in mind.

### Design Results

The visual imagery and packaging style presented in this paper were designed by selecting six different flavors, namely plums, mangoes, guavas, grapes, roselles, and pineapples from Taiwan's Yuanlin City, a place that produces sweetmeats in abundance (figure 1). It is hoped that this can revitalize Yuanlin City's traditional local sweetmeat industry and enhance the value of these products. Guo-guo is the mascot in the visual design of the dried fruits' packaging. The joyous imagery exemplifies the sweet and sour taste of the preserves. Furthermore, the figure was made to be charming so as to attract the patronage of young people.





Design results

### Conclusions.

In general, the results for the innovative research and development of this study are summarized and illustrated below:

- (1) In this article, reshaping the image of the sweetmeat industry through design has a very deep value in application.
- (2) These hand-made sweetmeats with less sugar and low salt content emphasize the new concept of “healthy and delicious” through innovative visual design of the packaging and enhance the sense of the value of sweetmeats.
- (3) This innovative product design has been presented at the 34<sup>th</sup> Young Designer Exhibition, A<sup>+</sup> Creative Festival, and National Library of Public Information Exhibition and Contest in order to promote Changhua City’s traditional industries.
- (4) The innovative packaging visual design is provided to manufacturers for their use. It can be mass produced and sold in physical or online stores.

### References

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