



PACKAGING DESIGN

Sanitary Napkin packaging

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OBJECTIVE

- Hygiene - disposing the pad
- Better user experience - gels well in the surrounding - something fabric-like
- Tear and use
- Packaging should remain with the product till the end of its life
- Packaging should serve as a means to dispose the pad
- Should easily fit in pockets or wallet

The Problems in existing Sanitary Napkins:

- Women are embarrassed to carry it in public.
- It is inconvenient to carry whole pack.
- Pack once opened cannot be closed again.
- Carrying individual pads is inconvenient.
- Inner wrapping provided is useless as most users use newspaper to dispose pads.
- Packaging is not Eco-friendly.

Purpose

- Emergence use
- Travelling
- Dispenser in Schools

Target user

- Upper middle class
- Metropolitan cities
- Schools girls
- Travelers



Paper as a Packaging Material

1. Wide raw material sources, low cost, easy to form variety, mass production
2. Good processing performance, easy processing and excellent printing properties of composite
3. A certain mechanical parts can, light weight, good buffering piece
4. Health safety
5. Waste recycling, no white pollution.

Newsprint Paper as a Packaging Material

1. Newsprint paper has **carbon** content which absorbs bad odor.
2. Its low cost compared to any other kind of paper.

Recycled paper (brown paper) as a Packaging Material

1. High [elasticity](#) and high tear resistance
2. Designed for packaging products with high demands for strength and durability.



Give your brand a facelift :

Packaging in paper bags is perceived to be as an “upmarket” and “classy. Simply changing from traditional PET bags to attractive paper bags, will give your product an instant edge. If you see, most of the noted brands use eco friendly paper bags to pack their products. So, using these bags automatically gives a facelift to your brand and fortifies its image in the eyes of the consumers.

Global vote in favor of paper bags :

The regulatory bodies across the globe have voted for environment friendly alternatives such as paper bags as these are recyclable and reusable. Several countries levy heavy taxes on plastic bags to prevent its use. Therefore, if you are planning to export your products, make sure you avoid plastic bags.

Adapt to the changes :

Paper bag manufacturers opine that as compared to the traditional packaging methods, styles, patterns, designs, shape and size of the paper bags can be easily changed at the shortest notice. As such, you can always be ahead of the trend and keep your packaging innovative. This also goes to attract customers and create brand awareness.

FINAL PRODUCT



Concept 1

Solution 1- An A4 size sheet folded into a self standing envelope (for display purposes) consisting of 2 sanitary pads for the 1st day periods.

An envelope with 2 pads

- For the 1st time use, you don't require any material or paper to throw away anything. It's the 1st day and 1st pad of your periods.
- The same envelope has the 2nd pad too in it such that the user doesn't throw away wrapping paper and use it to throw the 1st pad.



Concept 2

Solution 2- An individual packaging for single pads. These pads are also in envelopes made of an a4 size sheet.

An envelope with single pad.

- The idea is to sell these pad in a retail shop or to have vending machines for them.
- Women can buy them the same way as they buy a pack or chips, the tear and use method.

