

Smart Structural Protective packaging Design Approach for Handicrafts Products

Case Study on Tunis Village (El-Fayoum city Egypt)

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Abstract

Various and Fabulous handicrafts products increased in its popularity as a special product; it can be a gift, souvenir taken by the Egyptian and foreign customers. Great efforts have been made by the Egyptian government in the last few years to highlight El-Fayoum city as an environmental touristic city especially in "Tunis village" in which many festivals are held. Handicrafts Products sales increases in these festivals. The paper study the poor packaging of one of the most distinctive handicrafts for one of the famous environmental touristic city "Tunis village" in El-Fayoum city, Egypt.

The especial Egyptian handicraft products are sold in very primitive poor packaging. Plastic bags and paper wrapping are used. They not only do not reflect the good image of products or the Egyptian heritage identity, they also are not protective and do not guarantee products safety.

Data collected from the Egyptian artisan in Tunis village in El-Fayoum city assured that there is a necessity for a suitable packaging. Furthermore, it indicated wide dimension ranges for such products which could be a real problem on the product packaging and economic levels.

Protective Package with good fit inserts designs is a good solution. The researcher introduced a new concept that helps to package versatile sizes of products like Egyptian Handicrafts. Smart Structural Package Design SSPD could help the designer to adapt standard package design for different sized products that can be set in same dimension groups. Guidelines for designers are also set through the new design concept, for adding value to Handicrafts valuable products through packaging.

Keywords

Handicrafts, Packaging, Corrugated board, Smart design, Dividers, Protective