

## **Creative Design of Environmental Materials in Packaging from Economic Perspective**

**Dr. Haidy Youssef Abo Elgheat**

**Lecturer at the Faculty of Applied Arts - Benha University**

[haidy.youssef@fapa.bu.edu.eg](mailto:haidy.youssef@fapa.bu.edu.eg)

### **Abstract:**

The packing and packaging system is an essential factor in enabling the product to compete in international markets, considering that the appropriate packaging is the first impression that the consumer receive. Thus, packing and packaging are undoubtedly an important and required necessity in any product commercial exchange; packaging systems have a world of creativity in the field of improving the features of the commonly used packaging materials, as it depends on the economic and environmental features of these materials .Handling packing and packaging materials properly; as well as recycling them to preserve the environment; is one of the international civilized indicators that mainly aims to find or develop as much packaging materials; which are environmentally friendly and economically rewarding; as possible, also, attempting to create new methods and ways to recycle these materials as well.Packing and packaging have become a crucial tool in marketing the product and influence the consumers choices, in the food industry for instance, we find that that there are many methods on which the creation of the ideas for packing is based, such as the idea of healthy packing which impacts people's convictions, their health expectations, sensory experience and consumption, as the size and shape of packs and containers affect the size of consumption by modifying people's perception of the amount of food being served; and the amount of food they consume.The practical study was based on the integration of three main aspects of creative design of packaging; environmental aspect (using local environmental materials), economical aspect (using economically inexpensive materials and ideas) and the creative aspect (relying on unusual ideas that are not used in the Egyptian society), hence; the exquisiteness factor is based on the idea, assemblage and printing methods.The problem of this research emerges from the need to set techniques to utilize the local environmental materials with an economic perspective that accomplishes distinctive aesthetic and design values .The research aims to discover the economics of creative utilization of the environmental materials in packaging, it is based on the hypothesis which proclaims that attempting to use and utilize the environmental materials in packaging in a creative way; will induce creation of new packaging methods that obtain the environmental aspect and hold evident economical outputs.

### **Keywords:**

Creative Design , Environmental Materials , Packaging