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International Business/ International Trade

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COLORS IN PACKAGING DESIGN CASE: ZHEJIANG JINSHENG PACKING CO, LTD.

Bachelor's Thesis 2010

ABSTRACT

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Colors in Packaging Design Case: ZheJiang JinSheng
packaging Co, Ltd

Bachelor's Thesis

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package, packaging design, aesthetics, colors, business
negotiation.

Color occupies an important position in packaging design, with the improvement of living standard, the higher requirement of color design in packaging.

The aim of this thesis was to discuss key issues concerning aesthetics of packaging design. Topics will include an overview of the packaging design, the influence factor of packaging design, and introduce the aesthetics from packaging aspect. This thesis will also identify common problems of the production process, and list the phases of how to do business well.

The study uses qualitative research methods. For instance, interview personnel department. This thesis will also discuss and demonstrate the significance of aesthetics in cosmetics packaging design.

The results of the study include the summary and give some ideas of the importance of color in packaging design. Moreover, it gives some suggestions of how to do business well in the future.

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1. INTRODUCTION

1.1 Background

The design of inner packaging directly contacted with cosmetic was discussed from various elements of packaging design. It was put forward that cosmetic packaging design has been in the times of exhibiting individuality with the wealth of material, the innovation on shape and structure, and the beauty of decoration. It was proved by practice that only by reasonable use of materials, structure and shape, and decoration design, cosmetic packaging design can meet consumers' demand.(Zhu & Wang 2008, p58-70.)

Commodity packaging is from production areas to consumption areas, the aim is not only to protect the products and easy to carry, more important is playing the role of a silent salesperson. Color is a psychological factor in the packaging design and can attract people by emotional and catch their attention and achieve more potential customers. Color psychology activities mainly consist of color expression, color association and color symbol. Stylists need to consider the appropriate use of color in the packaging design. (Wang 2008, p83-87.)

The ultimate purpose of packaging design is managing the consumer market. Female is the main customer of cosmetics market. As a tool to research the various factors of potential customers. Designers not only care about the basic element of design but also have to manage the psychological strategy of customers, so that they can design valuable articles. (Zhu & Wang 2008, p 89-95.)

This thesis provides the purpose, principles of package and requirement that

designers can design the product in a good package. Topics will include the explanation of aesthetics and the application in the packaging design. This thesis will identify some problems that occur during production and negotiation and give practical guidelines on how to overcome them.

This thesis is useful to designers who manage the package of cosmetics and businessperson who sales the cosmetics. Students who study and teachers who teach business can also benefit from the basic knowledge given in this thesis. It is important to anyone who wants to gain knowledge on how to design the package more beautiful.

1.2 The objective of research

The packaging design company met some cultural problems during the producing and packaging cosmetics bottles. At the same time, they want to improve the skills of negotiation with different countries and looking for more customers. This thesis gives the theory and example of how to improve in those aspects.

This thesis is as a case study of packaging company in China. The theoretical section of this study is mainly based on literature and web pages concerning the subject. The empirical section was done by using a qualitative research method. It is mainly based on an in-depth interview. Some information to the empirical section was found from web pages, interviews in company, conversations, correspondence, chat through the internet.

1.3 The research methods

This thesis used qualitative research methods to analyze and identify deeply

of packaging functions and the importance of packaging design, the theoretical part was interviewed the personnel department as to how color affects buying decisions.

The empirical section is mainly based on an in-depth interview. The content of interview was mainly talk about the color in packaging design and the importance of packaging in doing business. Interview the different department in company and interview the customer about their suggestions.

The visit company is JinSheng packaging Co, Ltd, which is mainly produce and design cosmetics inner package. Such as bottles, jars and tubes. Through the interviews and conversations with the personnel in this packaging company got an idea of how they manufacture and design a good and suitable package to meet customer's demand. However, there exists some problems of manufacturing and marketing of cosmetics packaging. The following content will explain the roles of packaging in cosmetics packaging and solving those problems through the whole research.

2. ROLE OF PACKAGING DESIGN

2.1 The definition of package

For the inner package is a selling package, for the purpose of marketing, while for the outer package is for transporting and warehousing. Packaging is used for business and personnel use. Packaging also refers to the process of design, marketing, and production of packages. (Yang & Huang, 2005, p 28.)

Package can be defined as followings:

- Something considered of as a unit having special characteristics.

- Packing of goods, commodities, etc.
- A finished product wrapped in a unit that is safety for installation and operation.

Packaging design can be viewed in four different ways:

- A ways of protecting the goods of a package.
- A marketing tool on which to promote the products and get potential power.
- A tool of evaluation the aesthetic beauty of products.

From aesthetics in the 80s and 90s it could be argued that packaging designers concerned themselves mostly with how their craft could help add value in terms of improving aesthetic appeal and improve sales. The use of foil bags, textured papers and wax seals, latest print techniques and new materials were considered as designers tried to enhance product perception and standout. (Yang & Huang, 2005, p 30.)

The role of packaging has ever changed. Beautifully design is perhaps also a contemporary benchmark for environmentally sustainable packaging.

Good package design is regarded as an essential part of successful business practice. It is vital that the packaging provide consumers with the information they need and motivate them to make a purchase. While making a product visible and distinctive may be the top priority, for example, protecting products during transport is important, businesses also need to keep their package or product as beautiful as possible. (Yang & Huang, 2005, p 30.)

In this sense, a successful packaging design can directly affect the purchase power. The first impressions of packaging design will affect customer when

they identifying and selecting goods. In packaging design, different color, shape and modeling that will stimulate customers in the aspect of visual, touch and taste sense. Therefore, the psychological factor of customers plays an important role in the packaging design. (Li 2000, p15.)

In this thesis, focuses on how to give the customer first good impression of product package and motivate them to buy. A beautifully package will first give customer's impression of products. For example, if a customer want to buy a cream, looking around the shelves, of course the color green will given people more freshness and cleanness, while it depends the brand preferences and functions. As for me, if buy a cream I will choose the green or white of package based on the brand preference and functions.

2.2 Package principles

Packaging, not only protects the product, but also promotes the product. With the fierce competition in the market recent years, more and more people trying to search another role of packaging. (Cao 2005, p 93.)

There are three basic principles as follows:

- **Strike the eye** Packaging should plays a role of promoting, firstly, the product should be packaged for causing the attention of consumers, probably the goods will be sell well in the market. Therefore, packaging is used of distinctive modeling, suitable colors, exquisite patterns and chooses the superior materials achieve the effect of marketing, enable the customer have more interest in buying the product. (Cao 2005, p 99-107.)

- **Understanding** Successful packaging not only through modeling, color, pattern, the use of material can cause consumer's attention but also enable consumer to understand the product packaging. The purpose of consumer is not buy the packaging but care about the product inside. An effective way of conveying product information is describing accurately of the product image or it could be use transparent packaging, or drawing the product on packaging, printing product pictures, etc. (Cao 2005, p 99-107.)
- **Affection** Packaging design, pattern, material can cause people to love, consumers emotional can affect purchasing power. In practical aspects, whether the packaging can satisfy customers in all aspects, provide convenient, this involves the size and appearance of the package. For example, one bottle of cream can be in big bottle or in small bottle, according to their choice, exquisite package can be as a gift and another less quality could be for own use. When the packaging provide the convenience for customers in all aspects, so will cause the affection of customers. (Cao 2005, p 99-107.)

Visually, there is very little originality in packaging design, create product packaging more distinctive. No matter how simple the design could be, there are certain principles that must be applied (Cao 2005, p 110).

To develop a sense of design uses three "eyes":

- **Visual:** examine closely all types of printed material.
- **Critic:** separate the good from the bad.
- **Analyze:** select the element that makes it a good design.

2.3 Package requirement

A requirement of package that any word, statement or other information should be accurately and the information is readable by the transparency of the wrapper or container. For the package size should be design a suitable size without misunderstanding the actual products. The objective can be achieved by ensuring that dimensions of the package most likely to be viewed by the consumer, and that the product or brand name is shown on the most visible areas in clearly fonts. (Wang 2004, p93-96.)

2.4 Packaging functions

Packing has two functions. One is the inner container or external wrap equipment. Another is process of packaging product. The packaging of product will affect the product value and marketing, so packaging is indispensable way of transporting, storage and selling. With the development of commodity economy, packaging plays a crucial role in marketing. (Wang 2004, p111-120.)

Protection products Through the whole process of producing, it is necessary or use the transportation and storage. Product will meet vibration, collision, impact and damage by rain, sun and wind. Reasonable packaging can protect product in the circulation of usage and environment factors. Therefore, the value of protecting product aims at without the damage, loss, and deformation.

Improve products storage efficiency The paper bags has the distinctive mark, it is easy for handling, improve the work efficiency. The volume of outer package, packing size, weight is in accordance with the transportation tools,

moreover, improved transport efficiency and save power and freight.

Easy to use Proper packaging can guide how to use. such as instructions and attention point, can help customer how to use, maintenance or storage.

Promote product selling Packing has the function of recognition and promotion. Exquisite packaging is hard to copied, forgery and helps the prestige of enterprise. Packaging is "silent salesman" A good package can stimulate customers purchasing power, as a competitive toll of promoting products.

Packaging as important as the product

Packaging obtains the attention of customers. From the lipstick to mascara, cosmetics not only have to provide them with benefits to their personnel appearance, but the packaging also has to satisfy consumers. "In my bath room, I want cosmetics are good for me, good for the nature that will make me look nicer. And the package, has to look good," said Louis. (Wang 2004, p98-110.)

Packaging structure and modeling of cosmetics

Structure of package is very important in packaging, not only affect package's appearance and quality, but also the functions of protecting the products are performed by suitable structure. Jars are the most used in cosmetics package, also bottles and boxes. (Michael 1999, P132.) The following are structures of packaging:

Bottle: Bottle is the most used and common containers for cosmetics. It is mainly of liquid and sticky paste. Bottle has a large capacity, protecting

function. Recently, extrusion type of bottle is getting more and more popular, for the reason that is more convenient to get the liquid and anti-polluted. From the modeling, the maximum number of changes is the different shape package of perfume, reflected in the bottle or in the lid.

Box: is also commonly in the packaging. Mainly used in make-up product like eye shadow, powder, made of transparent or a certain color of package. Outside package by printing or emboss pictures, bring more rich feelings.

Jar: Are the most common containers for cosmetics. It is mainly package of lotions and creams. Rigid plastic containers with a wide-mouth opening, offer secure-storage. Jars have excellent clarity for quick identification of the cosmetics, offer a great way to store and identify many types of crafting materials, also can seal fragrance and color, while avoiding leakage. (Dong & Feng 2005, p18-20.)

3. COLOR THEORY

Color it is actually quite important factor in a design or a piece of artwork. The following deals with only the very basics of defining color.

Color is a difficult subject. Sometimes designers use colors that stimulate people's emotions; sometimes artists use colors simply because they like the way they look (Emmanuel 1994, p63-74). While any designers will argue that do not agree later on reason. I tend to disagree, personally, color always represents different meanings, it can express one's emotional or personal preference.

There is no doubt that choose one color because you like it, however, in your work, when choosing a color you want to make sure that if it is proper for the

product. Proper use of color and learn the color theory can help you decide what colors suitable for product and what kind of color make people feel happy and comfortable.(Maier 1987,P32-34.)

3.1 The definition of aesthetics

Aesthetics refers to beauty. The word derives from the Greek *aisthetikos*, meaning "a sense of perception." Rayport and Jaworski (2001,118) argues that aesthetics has traditionally been part of philosophical pursuits like ethics, but it started to come into its own and become a more independent word under Kant, the German philosopher who saw aesthetics as a self-sufficient type of human experience. Now not only for evaluations but also attitudes, experience, and value as well. In addition, it is no longer applying in beauty alone. The main area of the aesthetic remains broader than that of aesthetically pleasing art works, we can experience nature aesthetically as well, but understanding the nature of such experience and the properties, it takes us a long way to know how to evaluate and why value art works.

In this thesis, aesthetic refers to visual features such as color, pattern, font choices and other visual characteristics. Rayport and Jaworski (2001, 121) specifies two aesthetic features which affect to package look, color scheme and visual theme. Visual theme helps too tell the story represented on the package. Yang & Huang (2005, 105) argues that appealing visual appearance with good content is a method to stand out against competitors. They also suggest discussing with people who are responsible of visual communication of the company and its look as a whole to balance the package appearance with other department. The color scheme refers to used colors throughout the package, plays a crucial role in package design.

3.2 Color in package design

3.2.1 Color design of cosmetics package

Color is an important component in the packaging design, people often distinguishes different product from the color, the appropriate color, can motivate customer's purchasing power. The color design of cosmetic package is from the following aspects:

According to consumers' gender

Wrapping in moderate and lightly of package for women cosmetics, bright and without dazzling color, such as light green, light blue, those colors can give the sense of relaxed and lovely. While for man, it is better wrap with high purity and cool color, such as dark blue, dark brown, can give a sense of strong and self-confidence.(Dong & Feng 2005,P5-7.)

According to consumers' age

According to the different age of consumer, it is necessary to design the color of package. The young is full of vigor, the package can be used as the light green color, is the symbol of youth life. Such as L'Oreal series with the color of light green and light pink, indicates girl's vigor and beauty.

While for more than thirty years consumers, they will change their taste, more likely the purple, gold those colors. For example, purple and gold color can shows the pursuit of honor, the sense of elegant. Such as Lancôme series, because its consumption goal is for more than thirty-year-old women, furthermore, the purple is just can meet those consumers's taste. (Dong & Feng 2005, P5-7.)

According to the product's function

Now the functions of cosmetics are as followings: moisturizing, whitening, and anti-wrinkle. Color plays a key role in the cosmetic package of different functions. Such as the wet product packaging with the color of blue and green, get the feeling of pure and fresh. Whitening product of course use of white color, sometimes with some pink, blue or red, express the cleanness white. Sunscreen products use the color of orange and blue. Orange is the color of sun, are the most eye-catching colors, used in the sunscreen product can play a eye-catching role. While the blue is the complementary color of orange, use it to bring the cool feelings. (Dong & Feng 2005, P5-7.)

According to cultural element on the package

COUNTRY	GREY	BLUE	GREEN	RED
China	Inexpensive	High quality	Pure	Happy
			Trustworthy	Love
			Dependable	Adventurous
Japan	Inexpensive	High quality Dependable	Pure	Love
			Adventurous	Happy
				Adventurous
U.S.	Expensive High quality	Expensive High quality Powerful	Adventurous	Love
				Dependable

Table 1 Color perception of different countries (Kotler 1996, p764-765)

Asians tend to associate grey with inexpensive quality in contrast to Americans who consider it expensive and high quality. Blue view it the same of high quality, while for green Americans perceived to adventurous. Red color is considered high quality, love and happiness respectively. (Kotler 1996, p764-765.)

According to the products material

With the development of science and technology, more and more color of raw materials are used for the packaging of product. For example, Estee Lauder Nutritious series, the raw material is pomegranate, the package is used red. There is no doubt that consumers can recognize the product immediately.

Cosmetic packaging design is in relation to the whole image of product, has gained more and more attention. A good cosmetic packaging, is not only with the good color, font and patterns, but also material and structure. With the application of new materials, new technology and innovation of designing. The cosmetic packaging design has developed into the highlights era, practice makes perfect, use of raw materials, modeling, nice packing design in the field of cosmetic packaging, can meet the customer's demand. (Dong & Feng 2005, P5-7.)

3.2.2 Color plays a memory function in the product

In commodity packaging design, designing a clearly color will help customer to identify various commodities. There are two kind of attention. One is conscious attention and the other is unconscious attention, When customers

first met the product they have no impression of the package, while the second time customer bought this product they will attention on this package. Therefore, commodity packaging color should be designed its own characteristics, in order to make a deep visual memory of product, customers can recognize the product easily and bought it. The degrees of color memory are as followings:

- Color is more memorable than the patterns.
- Simple color and patterns are more memorable than those complex color and patterns.
- The higher purity of color the easier to remember, pure color is more memorable than dark, dull color.

Simple and light colors are more popular than complex and dark color. (Dong & Feng 2005, p 10-15.)

3.2.3 Color affects buying decisions

Many packaging experts want to convince customer to buy, they do a lot of things on the package, make the product to the right senses, testing packages, doing marketing research, from different groups, just to make the perfect appearance to the package.

Of course color, plays an important role in this field. From 1950 people began to pay much attention to what the container of a product looked like. Most goods were packaged in functional wrappers that were designed to protect and transport. However, that has all changed. These days, packaging stimulate the spending power to almost seventy-five percent. However, if the package fails to send the right message, it might be left sitting alone on the shelf (Dong & Feng 2005, p 5-7).

Before the product on the shelf, teams research in colors, what the fonts looks like, the color on the package was attractive to the customer and how large the container should be. Because of the color trends and the customer's ever changing taste, experts should keep up with those trends. If a company does not invest in renew package, the product itself will look like yesterday's news and the newer designed product will be more attractive (Wang 2008, p102-105).

3.3 Color style

Packaging Design plays a very important position in the field of graphic design. A successful packaging design can directly affect consumer purchases. The first impression of package it is a reference for consumer choose their product. In packaging design, different colors, fonts, shape will stimulate people in the sensory of visual, touch and taste. Therefore, those factors are an important part in packaging design. (Georgianna 1995, p151-168.)

People are very familiar with the package design, any nation, country in the world or anyone who is living in the society will contact commodities every day, will feel the beauty of the package design. Packaging design is more colorful in our life. A successful package design can directly affect consumer's purchasing power. Therefore, the psychological factors are valuable in the packaging design. (Maier1987, P62-97.)

Psychological factors in the packaging design are primarily in the visual, touch and taste. And in this thesis we mainly talk about visual and touch sense in package design. Through different patterns, colors, fonts, and materials of package to stimulate the consumer's sensory.(Georgianna 1995, p151-168.)

Visual perception of packaging design

Visual sense occupies an extremely important role in the process of psychological factor. From the aspect of psychology, People's acceptance and recognition of information are divided into two stages are feeling and perception. Feeling just reflect the goods attribute, perception reflect the whole thing. The feeling is the most fundamental and simply psychological phenomenon, without feeling, not only cannot produce consciousness, but also could not produce the other entire psychological phenomenon. The visual factor of package mainly includes the followings:

Font: is the basic symbol of recorded, express the feeling, thought and communication. It is the most direct and effective visual elements, through lots of printing, font can be spread all message to customers. Moreover, packing is the most direct marketing and the biggest promotional way. Therefore, whether the font usage on the package is proper or not, can become a key point of promotion. Font is an indispensable element in the package, so the designers must have individual cognition that is to make good packaging, and to make good use of font. If want to manage the font, the designer may first understand the characteristics of font, like the other design, font focus on" space, balance, rhythm and style. In the packaging design, also have to pay attention to the words "recognition" and "readability" package brand name and instructions, if you cannot reach the perception of consumer you will lose the attribute of commodity. Because the fonts not only can decorate, the more important is that has the function of transmitting message into customer's mind. Therefore, it is important to select the appropriate font and suitable content for package. Designers should not only familiar with the feature of existing font, but also have to create the new type

of font, so as to attract more customers and finally reach the purpose of sales.

Pattern: In the packaging design, the most common pattern method is abstract patterns and concrete patterns. The aim is to promote the product, so the designers often through the way of painting, realism and emotional expression to specific the product's superior quality, for the realism usually with the skills of photography or illustration. While in the abstract graphics, lead a cool and rational visual impression to consumers, and make the products with unique style among the other colorful products, so that consumers can recognize the goods immediately through the package pattern.

Color: When people met any package, color will firstly reflect by people, the most sensitive tool of package. Visual sense occupied by eighty percent, while just by twenty percent by patterns. Therefore, color plays a crucial role in the packaging design. Among those different colors how to choose the appropriate color to get eye-catching of customers?

Only understand the basic elements of color, readability, identification and produce the stimulation visual effect, combine with the knowledge of color, can finally design a package that get the most visual stimulation effect. (Georgianna 1995, p151-170.)

Touch perception of packaging design

Although visual plays an important part in packaging design, lead the first impression of customers. However, the role of touch perception cannot be underestimated. It is mainly talk about the packaging material and shape.

Material: Materials, quality and surface texture produce touch sense of

package. Different feelings will transmit different information and judgment to customers. In packaging design, use material and texture design package to reach the goal of transmitting message to customers. Package is the appearance of product, understanding the package of goods, transmit the visible touch information to customer can improve awareness of product and stimulate the purchase power.

Modeling: Perception of form is produced by visual and touch sense. Currently, form design aspects should be focus on the human power, especially combine the human power with artistic form design. For example, design a bottle easy for holding, beautiful and practical. From the perspective of visual sense, transform the feelings to awareness. (Georgiana 1995, p170-188.)

3.4 Symbol application in cosmetics packaging

In packaging design, the most important is how to make performance of goods characteristics, packaging symbol mainly express the meaning of pattern, color feeling, font change ability, reasonable structure and beautiful modeling. Has a characteristic of authenticity, readability, visibility and sensory characteristics. (Yang & Zhu 2005, p125.)

In cosmetics, packaging design symbol mainly refers to the brand, patterns, fonts and colors, in order to convey the meaning and information of goods to customers. Which is not only represents the goods but also has a certain degree of emotional and aesthetic feelings. (Yang & Zhu 2005, p126.)

Brand symbol

Brand symbol has spread all over the world. Such as the brand like Mickey Mouse, Hello Kitty these cartoons brand symbol is children's popular brand image. In cosmetic package, become more emphasis on promoting the brand symbol. Brand is a symbol, which can help people has a clear memory of product. The main design elements are logo, standard font and standard color, to become the image of one company. The brand symbol aims at brand values, provide customers with brand values, which make consumers not only get the goods but also reflect spiritual values.



Figure 1 Lancôme Logo (WU 2009)

Global cosmetics brand has its own brand symbols, such as the well-known Lancôme shown in Figure1. The Logo is a rose, clear and tender, with bashfully petal, just like a woman. Designer Armand thought that every woman is beautiful like rose, has its own characteristics and attitude, so rose has become the logo of Lancôme. Once when we saw the rose logo we know that is Lancôme.

Pattern symbol

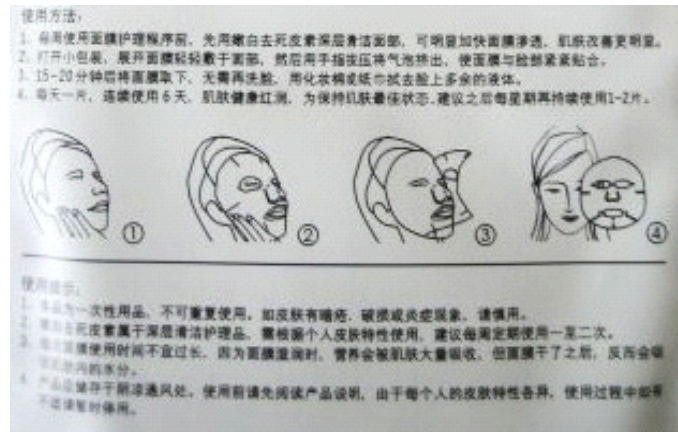


Figure 2 Application step of Doctor Li Deep Whitening & hydrating face mask(WU 2009)

Research shows that a lot of information of product is shown by patterns.

Symbolic Pattern design is gradually being adopted. Some of which in the packaging for reflecting the characteristics of product or show the main materials of product and some use pattern to instruct the usage and volume of cosmetics. For example, shows in figure 2, This expression shows customer how to use properly of cosmetics .At present, people usually buy cosmetics from free shop, the problem all of the instruction on the package are foreign language, they do not know how to use. At this time, if manufacturer use the pattern as a instruction will offer convenience for customers.

Font symbol

Font symbols are the basis for consumers to choose cosmetics. According to the cosmetic consumers rules, the content on the cosmetic packaging includes: trademark, product name, production license number; product usage, production date, product durability, manufacturing name and address, volume or weight, the main raw material and warnings, product storage conditions and ways. These instructions are necessary on the package. Manufacturer according to these content, arrange them in a limited and smart

way to achieve a good efficiency.

Also enclosed a detailed instruction of cosmetics of how to use it. Expression of different languages such as Chinese, French, German, Italian, Japanese, Korean, etc. This way can promote the goods to different countries. Consumers can know the product well. However, font instruction is also a good marketing tool.

Color symbol



Figure 3 L'Oreal Dermo-expertise Hydra fresh Series(WU 2009)

Various brands of cosmetics are based on the characteristics of their products, use different color symbols to express. Green is the symbol of nature that reflects the vitality, emotional and freshness. Various bright

green is one of the most used color in cosmetics products. Such as brightness of the green is used in cosmetics packaging, show in figure 3. L'Oreal Dermo-expertise Hydra fresh Series, used green color, given a freshness feeling. Also Clinique's youth series, Biotherm olive youth series, La Mer's sea blue mystery series are all use different degree of green.



Figure 4 YUE- SAI Vital Essential Series(WU 2009)

Red is a symbol of joy, happiness, love and warm. Given the impression of vitality and warmth. Red is also common in cosmetics package, especially combines with black and white color, and is widely used in cosmetics. Such as show in figure four YUE- SAI Vital Essential Series. Estee Lauder's Nutritious series also used those colors. White is generally considered bright, happy, lively symbols, express the purity and innocence, so is also popular among the cosmetics package.



Figure 5 SHISEIDO the Skincare Series(WU 2009)

Such as: SHISEIDO the Skincare Series shown in Figure 5, Chanel whitening skin care series, etc. Purple, gold, black is the symbol of a mysterious,

elegant style, which are often used for the high-quality cosmetics.



Figure 6 Estée Lauder Perfectionist Series(WU 2009)

Such as Estée Lauder Perfectionist Series shown in figure 6. In addition, Givenchy anti-wrinkle series used purple. While Chanel Luxury Essentials Series used gold color of package.

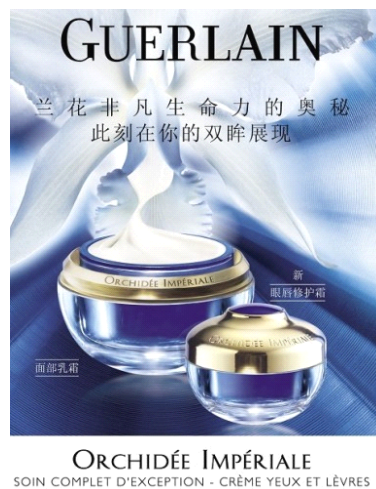


Figure 7 Guerlain Exception Complete care Series (WU 2009)

The others like shown in figure7 Guerlain Exceptional Complete care Series.



Figure 8 Lancôme Primordial Series (WU 2009)

Figure 8 Lancôme Primordial Series or used of different colors in package are more widely used recently.

Shape symbol

Cosmetics should be considered functional and aesthetic of package. Such as liquid, powder should be served in what kind of container. Specific functional requirements of the Cosmetics Packaging have common sense in shapes.



Figure 9 Givenchy Perfume Series (WU 2009)

Such as eye shadow, pressed powder is generally in boxes, daily and night cream normally are usually used canned package. In addition, shape of various brands cosmetics packaging have their own characteristics. Like perfume package design. Some formed in straight line or in a small curve line. Such as show in Figure 9 Givenchy Perfume Series. With her unique style standout and welcomed by most customers.

4. CASE: ZHEJIANG JINSHENG PACKAGING CO, LTD

4.1 Introduction of the empirical section

The empirical section of this thesis is a case study handling issues of a Chinese packaging company and process of how doing business. The structure of the empirical section is going from the introduction of company then goes to the process of producing product; describe issues and challenges of producing and business; and the process of how doing business. To help people get a general idea of how to do business well.

The purpose of this section is how company doing business with different countries more easily. Another purpose of this part is to introduce the company, issues and challenges of company, process of producing product and process of doing business. Thirdly, we hope this part will show the technical skills and cultural aspects of producing product and negotiating with customers.

The empirical section is based on an in-depth interview. When I go back to China in January. During this time I visited my friend's company in Februray,28th. The interview was held in JinSheng packaging Co,Ltd of ZheJiang, China. The interviewee was Mrs Ruan who works as a sales manager. The interview mainly concentrated on technical department and business department.

The findings are mainly based on the notes made during the interview. Other sources of information used were relevant books, web pages, e-mail, earlier researches, interviews and conversations dealing with Wang Hongkai as a

engineer and Louis Ruan as a sales manager.

4.2 Background of Jinsheng Packaging Co.,Ltd

Zhejiang Jinsheng Packaging Co.,Ltd. Established in 1989, is a professional bottle manufacturer of acrylic containers, providing a comprehensive service, such as mold development, injection molding, hot-stamping, printing, coating and assembly.

Company is Located in North-Shangyu Industry Zone, Shangyu City, Zhejiang Province, China. Jinsheng is one of the most qualified producer with advanced technology and various kinds of products. We export to many countries like Europe, and North American and Southeast Asia. Supply to both domestics and foreign companies.

Jinsheng is equipped with advanced computerized injection machines as well as automatic printing machines and automatic hot-stamping machines. Meanwhile, a team is full of experienced technicians and skilled workers, with the combined force of ISO9001 certificate and an effective management system, ensure that our product with high quality and good image.

During 10 years of hard working, Become a large capacity of company and own thirteen million sets of acrylic containers. Working according to the principle of good faith and positive attitude, learn from each other and make improvement of company in any aspects.

The company's service is people-oriented, and promises to provide kindly services for personnel users and business users. Personnel in company works hard on developing a friendly, happy and relaxed environment. JinSheng company has a huge catalog of products, competitive prices and

standard logistics and distribution systems, has built good reputation among the market and having large market share among the other big cities in China.

Techniques flow of cosmetics package

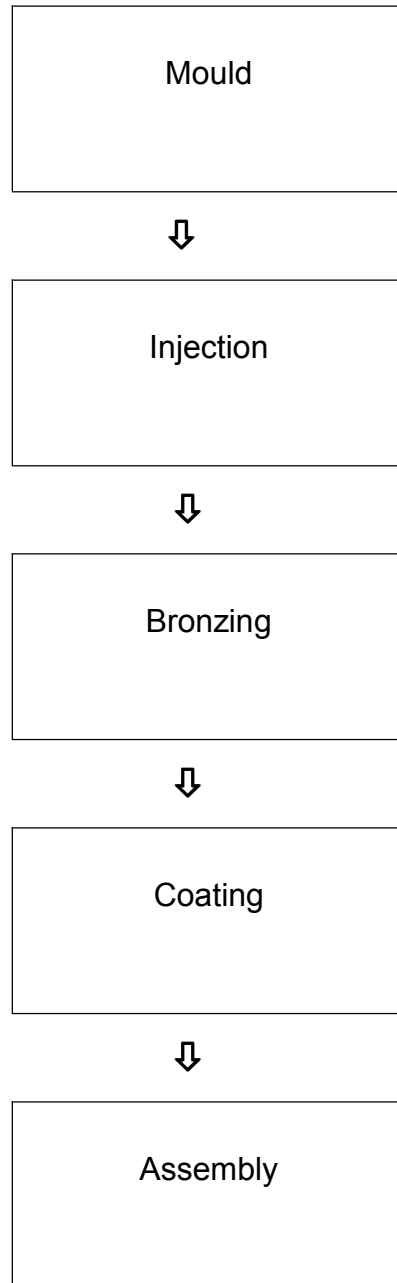


Figure 10 Flow of manufacturing process (ZheJiang JinSheng packaging Co,Ltd)

1. Injection mould: Injection molding is the most commonly way of

manufacturing plastic parts. Requires an injection molding machine, raw plastic material and a mold. Plastic will be melted by mold machine and then injected into the mold, while it cools and solidifies into the final part.

1. Bronzing: Bronzing technology used in printing, the material is alumina or copper powder, electroplated powder onto product surface. Actually, is not the process of gold. While for some special products will use gold powder for hot stamping.

2. Coating: Coating is one of the paint. It means that a kind of liquid or solid material coating on surface of product. Has the functions of protection, decoration, such as anti-rust, heat-resistant and mould proof.

4. Assembly: Assembly usually is the last manufacturing process of a factory where manufactured parts are assembled into a finished product. On the other hand, putting together of manufactured parts to make a completed product. To some extent, Assembly will help marketing in business.

4.3 Flow of doing packaging negotiations

Next is going to talk about packaging negotiations. Company did some research to obtain certain background information of one area customers. Then going to analysis their customers customs and preferences. Adopt win-win strategy during the negotiation stage. Furthermore, should care about customer's communication styles like verbal and non-verbal way of business negotiations. The following will introduce the steps and skills of negotiations.

Preparation phase

Company did some research to obtain certain background information of Japan, America market. This assisted the company's negotiations to evaluate their views, also helped designer which kind of color fits in the package for customers.

Finding and analyzing customer's groups

The company hoped to target in Europe businesses that tended to be stable and had large budgets to spend on various products and services. To find the most web sites, newspapers and contacted the other companies. They analyzed the most potential customer groups. The following are key issues in those customer analyses were :

- Customers original
- Customers' know-how of the market area
- Customers' culture and custom

The customer groups were found quite easily. It was more important to find out their cultural original. This way helps negotiators know how to prepare for a specific presentation. Designers know how to design a good package for customers.

Negotiation phase

Negotiations had to collect the succeeded negotiation strategies in the past by talking to other experts. The purpose is to support and strengthen their customers business. That means establish good and long-lasting relationships with their customers. They tried the strategy of win-win in all business negotiations. Said Louis.

The company evaluated thoroughly of customers strengths and weaknesses before entering into a negotiation. Company's strengths are then used to create a negotiation strategy that will produce the contractual results that they are seeking.

Packaging company's key selling point:

- Products that are adjusted to meet the demands of the markets.
- Cooperation within each department.
- Know-how of the latest technology.
- Experience and expertise long and successful history in developing ,producing and supplying plants, molding lines and kinds of machinery to the mechanical package process.
- Experience and expertise well personnel.

Communication styles

Americans has a culture in which people communicate in a direct way of conversation. They will express the precise meaning to you. In business negotiations, it is better to know your customer's customs like spoken language and body language.

Business discussions are usually straightforward in United states. English is an native language. "Most American speak directly, that's one of the things worth remembering. Once a time, an American came to our company, we show the product to him, he said immediately I do not like this color. Of course they know, this kind of speak in directly way will make others feel unhappy, but they will still be honest. They thought speak in direct way of situation can protect each side of interest. They are not care about the other's feelings, but they are serious." Said Louis.

In general, many Americans stand about four feet apart during casual conversations, they like to keep each other “one arm’s length.” If someone from one of any cultures stands too close to American while in conversation, the American may feel uncomfortable and back away.

There are, however, some gestures and non-verbal signals that you can watch for during negotiations. For example, Americans often indicate “OK” with their thumb and forefinger touching to form a circle. When Americans are talking, they expect others to respond to what they are saying. To Americans, polite conversationalists empathize by displaying expressions of excitement or disgust, shock or sadness. People with a “poker face.” Whose emotions are hidden by a deadpan expression, are looked upon with suspicion. Americans also indicate their attentiveness in a conversation by raising their eyebrows, nodding, smiling politely and maintaining good eye contact is politely, Americans see it as a sign of genuineness and honesty. If a person does not talk with you eye to eye, Americans might say you should care about his motives or assume that you do not like him. Yet with all the concerning for eye contact, Americans still considers staring especially at stranger is consider being rude.

Decision-making and authority

According to interview, most Americans are generally not reach a deal at the table. For example, if a Americans attending in the meeting they might not approve the deal immediately and have to consider it for a long time or check with higher levels of authority. On the other hand, negotiators will discuss with their colleagues first and like to delay the decisions in order to contemplate their offer.

Concessions and compromise

Americans try to avoid conflict during the negotiations. The Americans often ask for concessions while we offer the prices and will according to offer price of another company, and then renegotiation with the price and conditions. Finally, make a deal.

Challenges and obstacles during negotiations

Challenges and problematic situation exists in every business negotiation. When negotiating internationally there are more problems we have to handle. Below we mention the main problems that we have to improve in business when we negotiating our customers:

- Lack of know-how local culture and business culture.
- Lack of know-how market demand.
- Less of communication between the negotiators.
- Lack of communication between technical experts.

Above all the problems that we were found of our business. Personnel department should organize some training of cross-cultural business. Different cultures, customs will cause some problems and uncomfortable situations even cannot reach a goal.

Company should organized more people to negotiate and sales. It is not suitable for one person to negotiate by himself. This can cause the problems like decision-making or authority. This also will affect negotiator's ability.

Personnel management should care about the communication with your

customers, building business relationship with the customers. Less communication sometimes caused competition and challenges.

4.4 Interviews of experts in packaging

This part interviews the workshop department and personnel department. The interviewee in workshop department is Wang Hongkai, who is an engineer manage the process of manufacturing the product. And Luois who is working in personnel department in charge of negotiation with customers. The content is I am interviewed are how they packing those cosmetics bottles, according to customer's taste or customs. Then some problems when they selling their product. For the packaging design, how to satisfy customers demand.

In a personnel department, mainly talked about the how importance of the color in packaging designs when customers choose product. Is the customers have special requirement for packaging the cosmetics bottle.

Different customers have their own market demand. However, Sometimes according to their customer's taste to require our company how to packing the bottles. Also exist some problems when negotiating with customers.

Color factors influence customers

1. In cosmetic package design, how did you choose the appropriate color for different customers?

According to customer's taste, like United Kingdom customers they like bottles with gold, because they thought that gold represent reputation and loyalty. They most like our cream bottles with gold printing. For the Japanese customers, they will choose white bottles but they have a higher requirement

of quality, for colors they like white and red, they said that this two colors will bring good luck. Said Wang Hongkai.

2. In package design, what is the most popular color of manufacturers to use on the packaging?

According to different customers, such as Avon, mainly use pink color in personnel care, indicate young vigor and full of youth. We made Dior last two years, mainly design a color of light blue, pink or purple. According to different customers, e.g. for the youth most use light blue, green. Given a sense of vigor and freshness. For women we usually use light orange, red and so on. Moreover, for the old we normally use purple of gold. It is represent dignity and honorable. Said Louis Ruan.

3. When manufacturers wish to make package get eye-catching, which color is the most often used?

Normally, as we all know yellow is known as being one of the most visible packaging colors, which quickly catch the customer's attention. It also has the ability to make products appear larger on the shelf. However, some countries they do not like this color, while we will design the proper color according to different customer's taste or we tried a color and promote it in the market, if it is not popular among the market we will mould it again and get customer's suggestions. Said Louis Ruan.

4. What color is most widely used for skin care product?

Light color is the most used in skin care products, normally for skin care products customers like a sense of clean and fresh. Light blue, light green

and white are known for freshness and is often used to create a “clean” feeling, often being used in daily life. Moreover, we use those colors most for skin care products. Especially used in daily cream product a lot. Those colors can make people feel clean and freshness on the body. Said Wang Hongkai.

5. What color is widely used to show luxury and superior quality?

Consumers often relate product packaged in purple and gold as top-quality and luxurious. We normally use purple and gold to manufacture the bottles of women cosmetics. For the women group or the old group normally they have much money to buy the expensive cosmetics. On the other hand, for our Japanese customers, some of Japanese customers they require higher quality packages, according to the sales volume we found that Japanese customers bought those color much than the other colors packages. Said Wang Hongkai.

6. What color is most widely of Japanese package?

Designers say that the color red makes the adrenaline increase and the hearts beat faster, Japanese like the color red very much, they will feel happy when they saw the red color, this design can grab their attention. Also the white color they thought that would bring the happiness. While some customers of our companies they like the gold or purple color to show the higher quality. Said Louis Ruan.

7. What color is favorite for cream packaging?

White is known for purity and freshness and is often used to create a “clean” feeling, gives the feeling of milk, is welcomed by customers. Like United

Kingdome some customers they like our white bottles very much, printed with a gold lines. Said Wang Hongkai

8. What color do designers mostly use to show product is inexpensive?

Packaging experts thought that the color gray was associated with “cheap” in the customer’s mind. It is often used on inexpensive packaging. A soft gray, however, is used often on the old products because it is considered a relaxing color. Said Louis Ruan.

9. If you are a designer and how you decide the color of package for the different customers?

Green is the most likely answer, right ? Well, white is the correct answer because this color is considered to be a successful “sister” color to another product. It also is associated with freshness and purity and is considered to be a “light” “free” color. For the United Kingdom customers, they like our white and gold cream bottles very much.

How and what color I should design, first we will made a mould first and then send to customers if they will satisfied or not, then according to their suggestions to design a suitable color for them. Sometimes if we launch a new market area, we will do the research first, know the regional customs, color preference of one area, those work doing by the personnel department and choose a proper color for us. Said Wang Hongkai.

10. What color is best for moisturizing, whitening and anti-wrinkle products?

Normally moisturizing products we use the color of blue and green, get the feeling of pure and freshness, while whitening product use the color white,

sometimes with pink, blue, express the cleanness. For the anti-wrinkle products we usually use color of purple and red.

Packaging influence customers behavior

The answer is "YES", the following statement:

Is product packaging really plays a significant role in buying behavior? The answer definitely would be yes. Can we image if all the cosmetics we use with a dull color? How you will feel?

Packaging that is there are some point that planted into the customers mind when they involves kinds of product. For example, there is a lemon new fresh perfume, what should the bottle look like? The font is black and the bottle is a deep purple color. The very first look of this combination puts a doubt in the consumer's mind that is looking for a fresh perfume, that this might not be the one. On the other hand if it were in an orange color bottle, people automatically associate it with the freshness.

The answer is "NO"

Companies spend a lot more money on advertising than they do on packaging, but packaging is still considered very important. What colors attract the eye? What images evoke customer's emotion? However, while packaging may have some influence on buyers the first time around, the experience with the product will determine whether a consumer comes back for more. For example, we may buy cosmetics, the picture on the cover looks really food, but if the quality is not good, the cosmetic is useful less, the manufacturer lost their credibility for all of their products.

Americans have figured out that the golden goose is dead and they need to use more care in purchasing products, especially more high-end products. While you might buy a bag of potato chips due to good packaging, you are not going to buy a car, a TV, or any high-quality electronics appliance due to good packaging. And in these areas, consumers are getting much more careful about buying both quality and low cost.

Personally, I agree that packaging influence the consumer buying behavior. Product packaging is part of the marketing plan for a particular product. Packaging is important because an attractive package can draw customers to try a new product without that customer knowing anything about it. If product packaging does not play a role of product's appearance, then why do companies spend so much money on packaging? If product packaging means nothing, then why not packing the product in the cheapest way that for marketing? The reason why so many companies and manufacturers spend so much money on packaging is that an attractive packaging can get more purchasing power and potential customers.

4.5 Challenges for cosmetic products

JinSheng packaging company they found it was difficult to manufacture men's cosmetics. Especially for the color design can not find a suitable color for men's cosmetic package.

The challenge for the men's beauty product is to find a way to design product in a masculine color, according to recent articles, beauty care products becomes skin care, anti-wrinkle becomes moisturizing products.

Unilever, Nivea and Dove are developing products to satisfy the male cosmetics. Man is lazy they don't like use the new product like woman. That is once he finds what he likes will use it for a long time. Dark blues, gray, black and brown are popular among male colors. Man's products prone to pumps and tubes not like woman jars as a beauty products.

Dove even shaved off a bit of the elegant curve to its cream container to offer a more masculine shape. In most stores male products are always somewhere in the front of shop or near the entrance so male customers do not have to pass through the female shelf.

There also exists male product in the market, when we design this product later on it is hard to promote among the market, male is not like female use cosmetics everyday. Female will use eyeliner, lipstick but male not. This caused the customer demand lower among the market. In addition, it is hard for us to use the suitable color and packaging for man's product.

4.6 Avon's color scheme

Considered of product's appearance, luxurious and exquisite, Avon group choose one package color, called "Jaguar blue" which is smooth and full with metallic luster. Said by Sangtaleili who is a color design manager. All packaging should be based on this color, so that can bring us a high quality and harmonious feelings.

In the field of personal care products, manufacturers often use colors to distinguish different products (such as red to use in shampoo package for oily hair, and green are suitable for dry hair). Today, in the field of personal care products, manufacturers began to use color to achieve brand differentiation.

Avon group argues that, "Jaguar blue" can achieve product differentiation. Avon's global design group is now facing a number of issues: how to produce high-quality color, how to combine color with the material and how can be effective?

Color effects of superior quality

Clariant Masterbatches Carol • Rogers is the company's major account manager, has worked with Avon's color studio to develop a new color of package. He recalled, "At first we looked at some color with dazzling flash effect. Those color is great, but expensive, is not the right choice, so we started to develop a mixture color of different pearls shine. In accordance with design, we use a variety size of sheet, the smaller sheet can create a kind of warm, smooth feelings, while the larger sheet is shining. Those effect is just what Avon's like. Sangtaleili said," After developed this Jaguar blue, we have to develop other compatible colors, serve for different countries and different production lines."

Avon's Perfect Wear series used an intermediate blue. In European, while the Arabian Glow series chosen bronze color. Each product categories have used complementary color: Like mascara choose the dark gray. There are many colors is continuing to produce, serve to the Avon's international markets.

Superior efficiency and flexibility

Avon launched nearly 800 new products worldwide every year, those products are most of the re-launch or launch in a new market. At the beginning of 2008, Avon decided to use color to achieve product differentiation, attract consumer's attention. No matter in Brazil, France, China

or the United States, Avon is relatively easy to achieve the beautiful package to reach their target.

Sangtaleili said, " in this year, we launched the new packages, and then we get the feedback shows that the positive attitude of consumers. Our agents and their customers are all like these packages.

4.7 The general trend of product packaging color of exporting to US

The following information was got from Personnel department, they have made a research on business volume of exporting to United States.

In China, some export products, color of some package is meet American's demand, is popular among the market. While some are not welcomed by Americans. Therefore, it is vital to research the American's color demand and improve export product's package.

The color interests of American's package can be concluded as followings:
Strong seasonal products should consider of their lifestyle. Most Americans like bright color. In southeast of America normally people like the color of green and indigo. The only white Americans think that can bring good luck.

In the United States every month has one color, in January of gray, dark blue in February, March silver, in April yellow, May lavender, pink in June, July blue, dark green in August, September golden brown in October, purple in November, red in December. The product's package should correspond with those month colors. It is better for selling. On the other hand, because the American's flag is used with red, blue and white, so Americans have a special

favor of those three colors. If the product is packaging using this three colors will be welcomed by US consumers.

Above all, due to Americans character, cheerful, lively, funny, humorous, for the package like simply, bright, simply color, this is the general trend of color packaging export to America.

4.8 Product Exhibition

JinSheng packaging Co, Ltd. The main customers are Avon, Unilever and Dior. They provide different raw materials and different colors of cosmetics package. The following show the photos:



Figure 11 Airless bottle series (JinSheng packaging Co,Ltd)

Description: Airless bottle series 1. Capability 30ml,40ml. 2 Material: AS cap and inner bottle; Aliminum pump and outer bottle.3. Decoration: we supply hot-stamping,silk screen, coating and metallization.4. Fit: Cream. 5.MOQ: 10000pcs

As seen in figure 11, this bottle is selling well of The United Kingdom customers. It is for cream package, gives the feeling of fresh and clean.



Figure 12 Aluminum Jar series (JinSheng packaging Co,Ltd)

Description: Aluminium Jar Series 1.Capability : 15g,30g,50g 2.Material : Aluminum outer cap and outer jar , Ceramic inner cap and inner jar 。 3.Decoration: we supply hot-stamping, silk screen, coating and metallization. 4.Fit: cream。 5.MOQ: 10000PCS

These bottles of cream package are shown in figure 12 are also welcomed by UK customers, they thought that gold represents reputation and loyalty. This design seems exquisite and elegant.



Figure 13 New Square Jar series(JinSheng packaging Co, Ltd)

Description: New Square Jar Series 1.Capability: 30g, 50g 2.Material: acrylic

outer cap and outer jar, pp inner cap and inner jar, including PE liner and disc. 3.Decoration : we supply hot-stamping, silk screen, coating and metallization. 4.Fit: cream. 5.MOQ: 5000PCS.



Figure 14 Square Acrylic Lotion Bottle And Jar Series (JinSheng Packaging Co,Ltd)

Description: Square Acrylic Lotion Bottle And Jar Series 1.Capability: Lotion bottle(SF):130ml,(SC)40ml;Jar(JG030-2/050-2): 30g,50g. 2.Material: Acrylic outer cap and jar; PP inner cap and jar;ABS collar; Jar including PE liner and disc. 3.Decoration : We supply hot-stamping, silkscreen, coating and metallization. 4.Fit: cream and lotion. 5. MOQ: 10000PCS



Figure 15 PP bottle of Dior (JinSheng packaging Co,Ltd)

Description: PP Jar Series 1.Capability : 5g,10g,20g,30g,40g,50g,60g,80g.

2.Material: All PP 3.Decoration: we supply hot-stamping, silk screen, coating and metallization. 4 .Fit: cream。 5.MOQ: 10000PCS.

Shown in figure 15 this bottle is one of the Dior's cream packaging bottles ,that used for cream package most of Dior customers like this kind of bottle for cream package from our company.



Figure 16 Jar and Bottle series of Avon (JinSheng packaging Co,Ltd)

Description: New Square Jar and Bottle Series(JZ-SZ Series) 1.Capability : Lotion bottle(SZ):40ml,120ml;Jar(JZ): 30g,50g. 2.Material: Acrylic outer cap and jar;PP inner cap and jar;lotion bottle including Pump and jar including PE liner and disc. 3.Decoration: we supply hot-stamping, silk screen, coating and metallization. 4.Fit: cream。 5. MOQ:10000PCS.

This is the bottle show in figure 16 is designed for Avon's, used for lotion and cream, like eye cream or eye lotion. This color designed for women group.



Figure 17 Oval acrylic jar and cream series of Unilever (JinSheng Packaging Co,Ltd)

Description: OVAL ACRYLIC JAR AND LOTION BOTTLE SERIES (SQ-JQ)

1.Capability : Lotion bottle(SQ):15ml,30ml,60ml,120ml;Jar(JQ) : 15g,30g,50g,100g. 2.Material: Acrylic outer cap and jar;PP inner cap and jar; lotion bottle including Pump and jar including PE liner and disc. 3.Decoration: we supply hot-stamping, silk screen, coating and metallization. 4.Fit: cream and lotion. 5.MOQ: 10000PCS.

Figure 17 shows that is a bottle of Unilever. The color and design for cream package is meet customer's demand.

5. FUTURE TRENDS

Technology is already advanced to meet the customer's packaging demand. There is great potential power for both manufacturers and designers to promote their products to different countries. To achieve this, two areas needed to be improved. The designers need to raise their skills and get more related information on the products manufacturing.

Moreover, to improve their product appearance to meet more customer's demand. The marketers need to raise their products profile to ensure great customer's acceptance. The manufacturing lined need to become more cost-effective.

Environmental issues are important in packaging development. Be more focus on packages recycling to ensure the environmental acceptability before being widely used by customers, should consider of recyclables problems.

Manufacturers will gradually start to make a plan of products, develop more color strategy on packaging. Their manufacturers will make environmental sense where products are available for disposal. The marketers focus on providing customers with the highest quality product, focusing on their ever-changing demands and providing creative cosmetics packaging.

6. CONCLUSION

Product packaging has the function of protecting and aesthetic beauty. A successful packaging is combined creative design with customer's demand. As a packaging designer, should be aware of the market, analyze the customer's purchase demand. Moreover, according to consumer's interests stimulate purchase power. So that can design a good package in order to stand out among the fierce market.

Packaging can not do without color design, color attracts everyone, and its first obtained by customers compare with the shape and content on the packaging. Color attracts customers through emotional sense, can get more potential customers. Designers should consider of customer's regional, age, psychological differences, while also combine the product characteristics itself. Depending on different demand, different consumer areas to choose a appropriate color, to achieve a perfect packaging.

Color in packaging design can produce a sense of trust. It is an important element for customers to buy whether the product has the good quality or not. Therefore, color is important in marketing as a role of silent of marketer. Color is a low cost, high value-added on the packaging. Not only change color on the packaging, but also can change the product image or trade name. Change the layout to distinguish the different products. A good designer is not only care about the packaging appearance but also care about design in marketing functions.

The aim of this thesis is to analyze the problems of manufacturing and marketing. Through the whole thesis, I have focused on package functions

and the color importance in packaging design. In order to manufacturers can find a better way to design their packages and get more potential customers. However, both manufacturers and marketers should improve their skills in the field of product manufacturing and marketing.

In this thesis, I have illustrated some cosmetic's package to show how their color appearance gets more eye-catching of customers.

I believe in the near future, JinSheng packaging Co, Ltd will make packaging more suitable and beautiful for customers and doing business successfully.

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