

PACKAGING
FOCUS
2026

The age of **Ageless**

KISS | Keep It Simple & Sustainable



WWW.SRPACKAGING.COM

Instead of anti-aging, this is the time to embracing aging.

The current active aging society that takes major population portion will only grow not shrink and be the core of consumption power, while the new generations will continue to change the world with young super power. And, this is the opportunity. By bearing “ageless” in mind while designing or managing projects.

It's “Keep It Simple & Sustainable” that defines “The Age of Ageless”.

For decades, the mantra in design has been 'KISS: Keep It Simple, Stupid.' But now, the concept of simplicity is evolving. The complexity is gone, and in its place is a new expectation. Today, simplicity isn't about being basic; it's about being smart and purposeful.

While the world facing the focus on what 'Ageless' truly means, SR Packaging dives into the design sectors of functionality, user-friendliness, circularity, and a relief from visual fatigue.

HASSLE-FREE USAGE



INTUITIVE REFILL



EASY RECYCLING



VISUAL FATIGUE CURE





Hassle-Free Usage

FUNCTIONAL

True elegance demands that packaging works effortlessly. Ergonomics and highly reliable dispensing mechanisms are non-negotiable for a premium experience.

Spray applications and precision dosage pump systems are everywhere from haircare, skincare, makeup, men's grooming, to home care items.



Engineered Precision:

Delivers a consistent, ultra-fine mist or a highly accurate fixed serum dosage with every pump, completely eliminating messy product waste.



Ergonomic Comfort:

Intelligently designed to fit perfectly in the user's hand, requiring minimal actuation force to trigger a flawlessly smooth and optimal application.



Leak-Proof Security:

Advanced back-suction technology keeps the nozzle clean and stops leaks, while robust locking mechanisms safely protect the formula during travel.



VISIT www.srpacaging.com/dispensing-and-closures



Intuitive Refill

USER-FRIENDLY

Refillable packaging only works if consumers actually use it. By designing intuitive, mess-free refill systems that require no instructions, it ensures high adoption rates and long-term sustainability.

The transition to reusable vessels should feel like an upgrade, not a compromise on luxury or convenience.



Replace the emptied cartridge with newly purchased refill.



Screw the refill with the pump.



Locate the front recess inside the locking collar above the clear case and the front lug on the pump.



Slide the jar into the clear case for the front lug fitting into the front recess.



Twist the locking collar clockwise to lock, and then it's ready to use.



Hold the locking collar, the other hand hold the clear case, then with one clockwise twist to lock.

VISIT <https://www.srpacaging.com/refillable-ebm-airless>



Easy Recycling

CIRCULARITY

Achieving true circularity requires packaging designed specifically for the recycling stream.

By prioritizing smart material choices and easy separation, it enables circular economy and keep valuable plastics in use and out of landfills.



Mono-Material

Eliminating mixed plastics to simplify single-stream sorting and accelerate processing at global recycling facilities, maximizing material recovery rates.



All PP EBM Airless Bottle



Clean Separation

Utilizing removable shrink-wrapping sleeves, wash-off labels, and compatible adhesives so the core packaging material remains uncontaminated during recycling.



Removable shrink-wrap label



Closed-Loop

Crafted from recycled plastics and designed for future recyclability, turning today's packaging into tomorrow's resources with end-of-life cycles in mind and take action.



Recyclable PCR PET bottles

VISIT www.srpacaging.com/mono-material-design



Visual Fatigue Cure

CLARITY

In a retail environment crowded with overwhelming choices and loud claims, visual clarity becomes the ultimate luxury.

Minimalist aesthetics provide a much-needed 'cure' for consumer visual fatigue. By stripping away the unnecessary, your product stands out on the shelf through sheer elegance, confidence, and absolute simplicity.

Radical Minimalism Treating empty space as an active design element. Reducing secondary claims allows the eye to rest and forces focus exactly where intended.

OXY Men's Skincare: These bottles feature large amounts of empty white and blue space, a simple logo, and very little text.



Tactile Disruption Moving interaction from the eyes to the hands. Engaging the senses through texture, matte finishes, or raw materials creates immediate, memorable disruption.

NARS Cosmetics: By stripping away bright colors and glossy reflections, The matte tubes reduce visual noise and instead relies on the physical texture (matte finish) to engage the consumer.



Strict Hierarchy Designing for the 3-second rule. Instantly answering "Who are you?", "What is it?", and "Why care?", while moving secondary details to the back.

KaramMD Skin: These black bottles feature a very stark, high-contrast design where the brand name is immediately the most prominent element, instantly communicating exactly who they are and what the product is.



VISIT www.srpacaging.com/bespoke

Keep It Simple & Sustainable

Deliver smart, eco-conscious, and visually minimalist packaging for the **Age of Ageless.**

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