

PACKAGING FOCUS 2025

while guarding the ground rules of

- ✓ Opt for mono-material designs
- ✓ Use recycled plastics
- ✓ Make sure the packaging is recyclable.

**Create packaging to
keep consumers
smiling.**

a tinge of boldness **BOLD colors**

a look of cheering **PLAYFUL designs**

a touch of bliss **UNEXPECTED textures**

a lot bigger and better **BIG size matters**

Adding visual pops and tactile elements on top of innovation and sustainability, the packaging can result in satisfying smiles on shoppers' faces and is expected to keep users in a good mood while experiencing the products.

a tinge of boldness

BOLD colors

Make the best out of

PACKAGING



Prolong the consumer's “happiness” and bring them back for more.

Purchasing makes people happy, and brands will want to make consumers smile for a little longer.

Using the right packaging design, brands can prolong consumers' happiness, converting their daily skincare routine into a fun time.

To achieve this task, it's simple.

Brighten the colors up.

Use vibrant colors to create a strong contrast that users won't miss.

Opt for refillable EBM AIRLESS

to allow users to reuse the pump and cases, repurchase the refill, and stay loyal to a brand. The refill and reuse system helps to minimize waste and energy consumption.

Brands can use bottles of high-spirited colors for different formulae created for distinct skin conditions. Make the packaging a stunning display itself.

Fun designs are made to impress.

a look of cheering
PLAYFUL designs

Provide the best user experience by innovating packaging designs.



★ HANG IN THERE

It's a new PE bottle for easy-carry skincare solutions. On top of its double-wall cap is a ring for a chain that turns itself into an accessory hanging on handbags or backpacks for users to access their skincare products anytime.

Without having to open handbags and then look for the thing in need, HANG IN THERE saves trouble and offers users convenient usage for their travel.

★ Easy press PUMP

Its peculiar look serves the purpose of improving the pump pressing and provides a better user experience.

It has a cap atop the actuator to produce a sliding movement and smooth each press. This simple "extra" provides an unusual engagement and solves problems for skincare and makeup users to use single-handedly with their preferred oil-type products of light textures.



★ "Diamond" EBM AIRLESS

The striking look of the bottle adds character to a product and leaves ample space for brand labels. Being an EBM AIRLESS that matches with airless sprayers and pumps, it is highly praised by skincare brands as it satisfies the latest trends of natural claims and green actions for vast beauty needs.



Minimum customization maximizes impression.

Trigger emotive
amazement and be
cost-efficient.

Extend
impression
from 2D to
3D.



a touch of bliss

UNEXPECTED textures



Silkscreen can present graphics
in solid colors, and, with the
thickness of ink, extends the
printing from 2-dimensional to
3-dimensional to create a
“touchable” texture on the
fingertips.

a lot bigger and better
BIG size matters

Make it

**big, minimal,
and sustainable.**

Focus on functionality and convenience

Big-sized packaging, like 400 ml mono-material PP jars, or 500 ml recyclable EBM AIRLESS GRANDE, are developed upon consumers requests and fulfill:

✓ **Minimalism and Simplicity**

The clean look and simple structure of jars and bottles are easy to open and dispense for a more streamlined user experience.

✓ **Functional and Convenient**

The airtight lid of the jar and the bag-in-bottle airless design protect the product from being spoiled and contamination.

✓ **Use recycled material and be recyclable**





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