



# SHAPING PACKAGING FOR THE FUTURE

Opportunities and challenges in  
packaging design

# Mag. Art. Susanne Lippitsch



## STRUCTURAL PACKAGING DESIGN



[www.sl-design.at](http://www.sl-design.at)

Industrial design studies at the University of Applied Arts in Vienna  
and the ELISAVA in Barcelona  
since 2001

freelance packaging designer

since 2002

lecturer for packaging design

at four universities and technical  
colleges in Austria

Member of the jury for the ECMA  
European Carton Excellence Award  
and the Austrian state prize for  
exemplary packaging

Lecturer on the subject of packaging  
design





Imagine....

A packaging that...

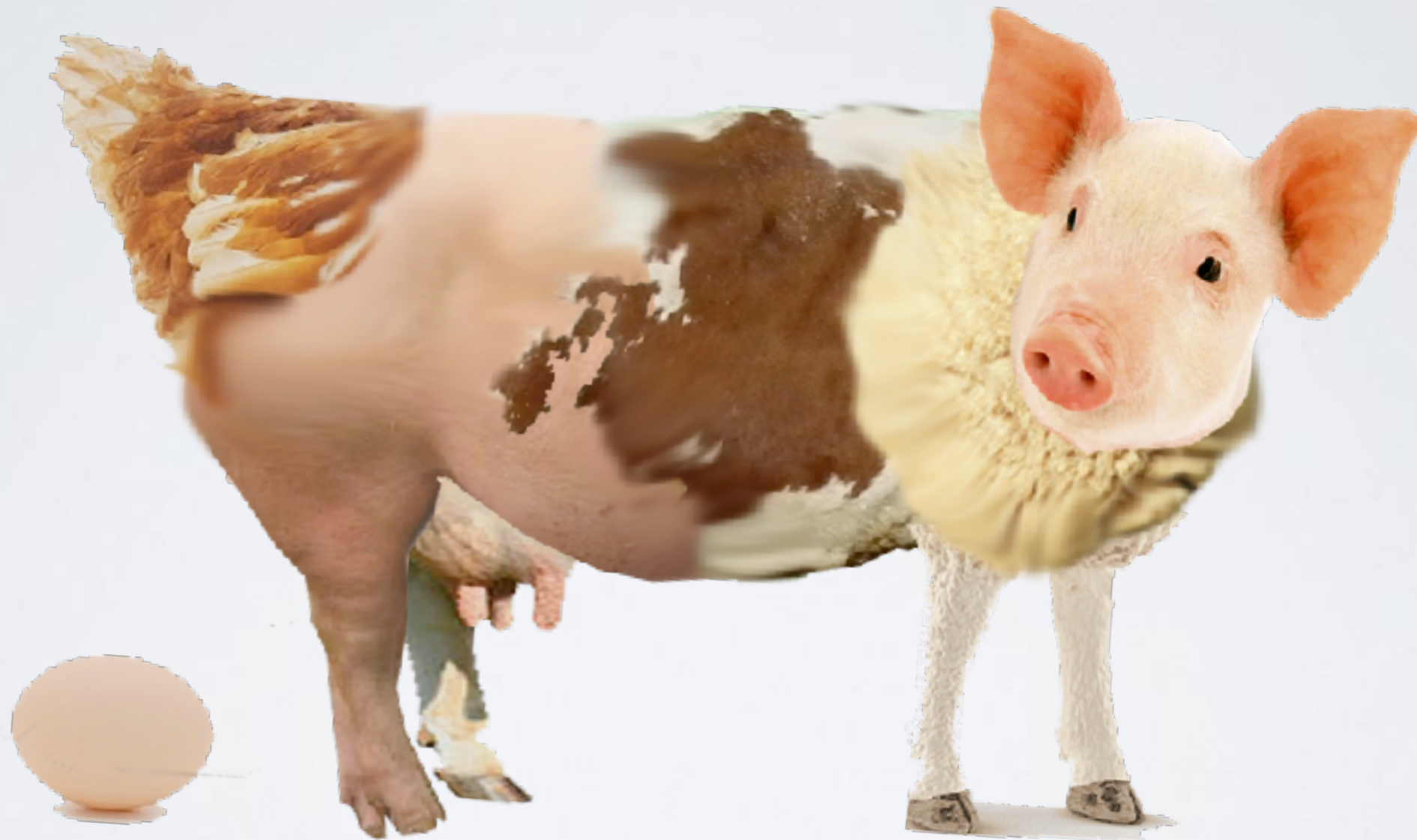


...can be produced cheaply and has a positive effect on the environment, that protects the product in the best possible way, while not only making us want to know what's inside, but at the same time explaining in an easy-to-understand way what the product is about and how it is used.

Ideally the packaging brings additional added value once the product has been unpacked before it vanishes into thin air or even better feeds the world.



# „Eierlegendewollmilchsau“





Packaging has to fulfill  
many functions



# Packaging should

- \* protect the product
- \* be functional
- \* be emotional
- \* be sustainable





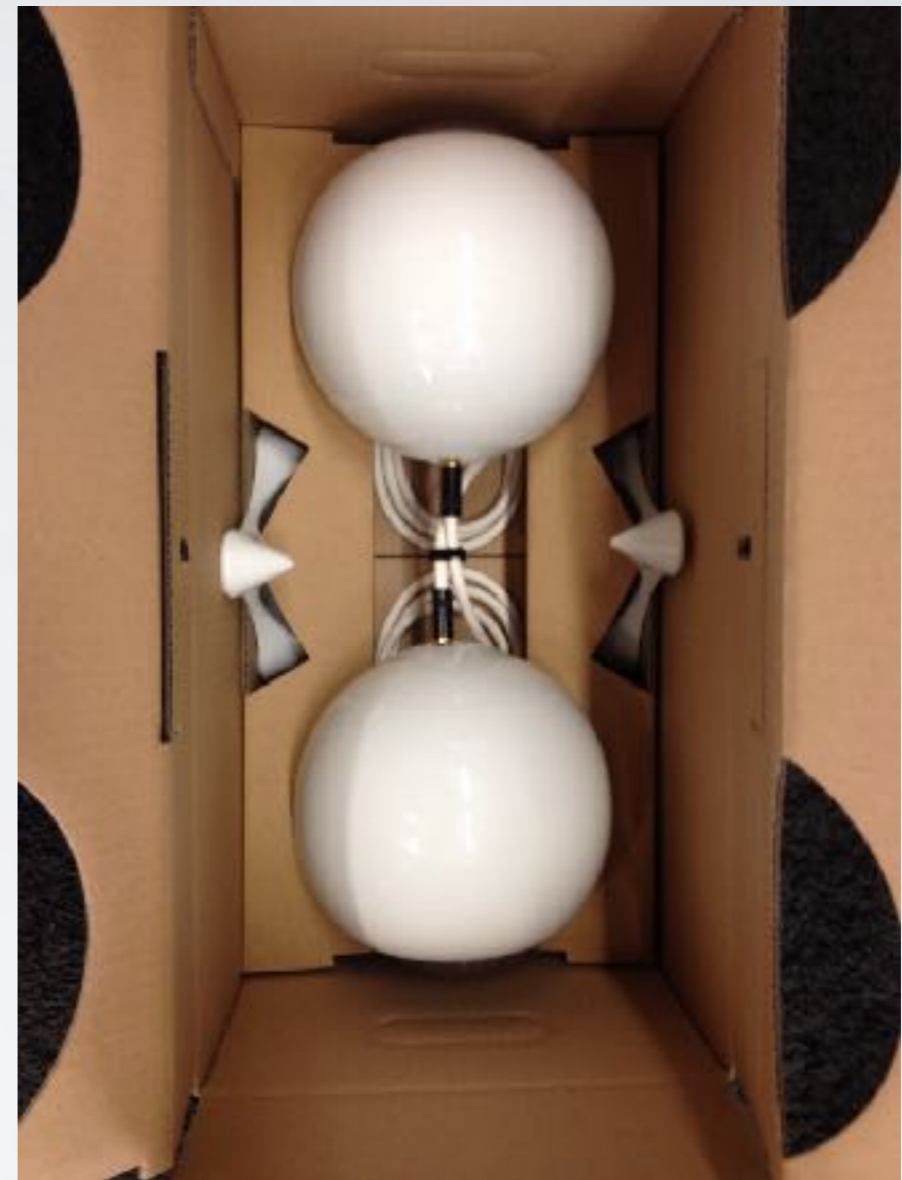
# \* PRODUCT PROTECTION

transport

storage

stackability

Protection of the product itself  
& the environment



# MO°SOUND BOX

Packaging for porcelain dome loudspeakers by SL-Design



mo<sup>o</sup> box





## \* FUNCTIONALITY

differ from other products

silent seller

being convenient

providing an unpacking experience

conveying a good feeling

appealing to many senses



Cartons create impact  
and visual interest  
through print,  
colour,  
surface design  
and shape.



Packaging is sensual!

appeal to as many senses as possible!

optical, haptic but also acoustic stimuli



# YAMM!

Take Away Verpackung for a vegetarian Restaurant by SL-Design







MULTISENSORY means  
potentiation of attention in the brain

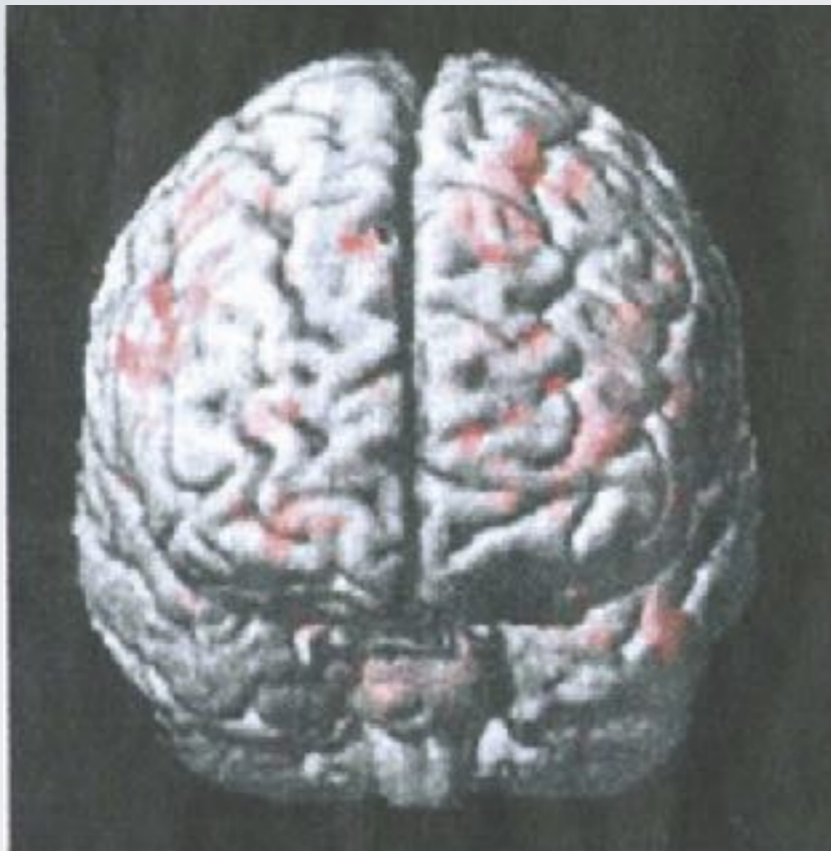


# \* CREATING EMOTIONS

unpacking experience-



the emotional moment!



Brain activity  
a weak and a strong brand



PACKAGING is BRAND

the difference between  
need and want!



RELATIONSHIP

with BRANDS



An interaction between  
**packaging** and **consumers**  
is the best way to create a  
relationship between brands and  
consumers.

# Beck's Scratch Bottle - 2015



Creative Managing Director/s: Jan Harbeck  
CCO: Wolfgang Schneider  
Creative Director: Daniel Schweinzer, Lukas Liske, Ricardo Wolff  
Art Director: Nicolas Moles  
Copywriter: Lukas Liske, Charlotte Gärtner  
Kundenberatung: Lindsay Jönsson  
Agency Producer: Michael Pflanz, Markus Kuhn  
Photographer: Michail Paderin, Christian H. Hasselbusch  
Illustration: Jessica Witt, Marianne Nicolas, Simon Stehle, Lena Dirscherl  
Music: Zac Bronski  
Motion Design: Marius Menzel

advertising factor internet!

unpacking experience

50% increased likelihood to be shared  
via an unboxing video





# MARKETING vers. ENVIRONMENT

Packaging that stands out from a marketing perspective often is not particularly sustainable



Bombay  
Sapphire  
Illumination  
Packaging  
2013



Client: Bombay Sapphire  
Campaign Agency: RKCR/  
Y&R Illustrator: Yehrin Tong  
Photographer: Richard Foster  
Pack Design: Webb deVlam  
Packaging Manufacturer: Karl  
Knauer Webb deVlam:  
London Creative Directors:  
Dominic Burke & John-Paul  
Hunter Senior Designers:  
Damien Fournival & Lizzy  
Fisher Words: Claire Storrow  
Editor: James Robertson



We design packaging  
for people,  
so it's important to put yourself  
into the shoes of  
the target group!



# What do consumers want?

–be entertained



# What do consumers want?

- be entertained
- addressed personally



# What do consumers want?

- be entertained
- addressed personally
- be positively surprised



# What do consumers want?

- be entertained
- addressed personally
- be positively surprised
- get a good feeling



# NOMINO

Charms packaging by SL-Design









# ONLINE TRADE

haptic experience once at home



Handwritten message  
personally for you

The Happy  
niceships



# SHIPPING BOX

from Niceshops | <https://www.niceshops.com/>



makes the return easier



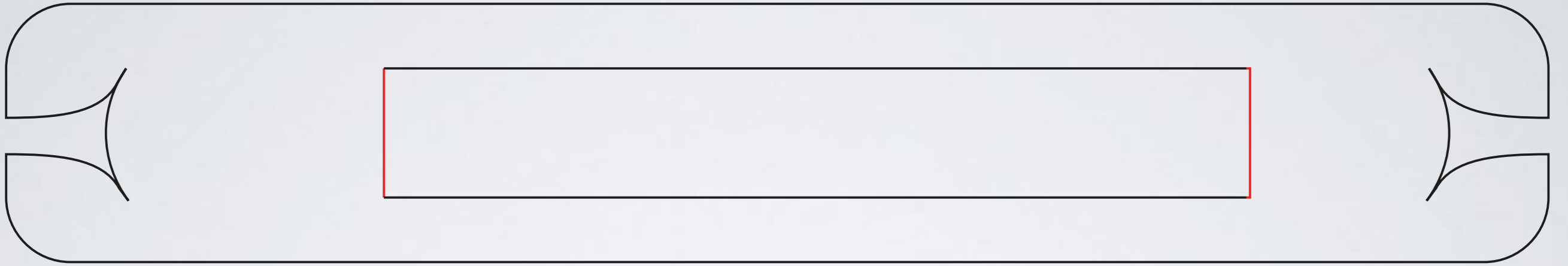
easy handling



DELI BLUEM

Packaging concept for  
vegan food







keinei  
nährend |  
delikatessen



keinei  
nährend |  
delikatessen



keinei  
nährend |  
delikatessen



keinei  
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delikatessen





# GEERO E-BIKEBOX

Transport and sales packaging concept for e-bikes





When we talk  
about packaging for the future,  
we have to think about  
the future generation



I have had the privilege of teaching more than 100 young students every year and thereby gaining an insight into how the young generation thinks.



- Hybrid solutions, means a mix of reusable and refillable
- A minimum use of materials
- generally less packaging
- packaging should become part of the product
- Plastic will continue to play a major role
- Reduction of material diversity use of mono materials
- Circular Economy &
- Standardization like the iPhone connector
- simplify Reusability



structural  
package  
design





THANKS FOR THE  
ATTENTION!

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