



SAITAKU SUSHI SET

PACKAGING DESIGN & MANAGEMENT

The image features decorative floral branches in the corners, rendered in a light pink and grey color scheme. The branches curve from the corners towards the center, adorned with various stages of blossoms, including buds and fully open flowers with five petals.

SPECIFICATIONS

DESIGN BRIEF

STATED PURPOSE

"We of Saitaku are looking for a new premium product, that can be purchased or gifted by/to sushi enthusiasts. This premium product should provide a product that is table presentable, enriching the dinner experience. It should be a brand extension in the luxury segment of the market. The branding of Saitaku is naturally of utter importance and should be within lines of the already existing products. However, the product should distinctly be of the premium product line. The product should appear in supermarkets in shelf or on special displays in Europe."

SPECIFICATIONS

Technical

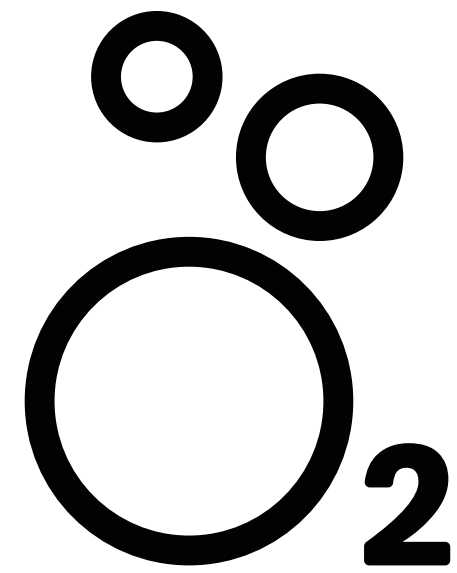
- The primary packaging contains a bottle of tamari, two chopsticks and a dipping bowl
- The primary packaging incorporates three different principal packaging material groups
- The bottle contains 200 millilitres of tamari
- The bottle's volume contains a 5% head-space for filling

Functional

- The products should not move within the primary packaging
- The chopsticks should be suitable to be cleaned in the dishwasher
- The secondary packaging should fit collomodule pallet standards
- The primary packaging should catch the eye of the customer when displayed
- The primary packaging should have a premium appearance and feel to the consumer

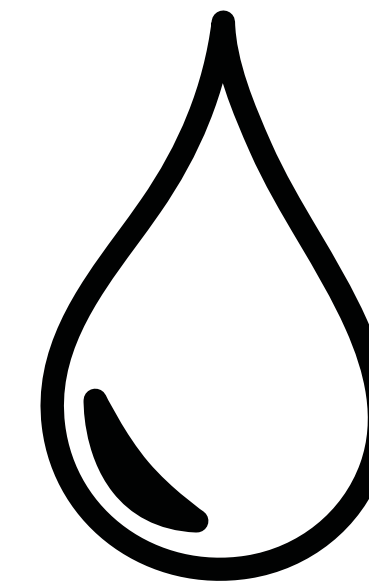


BARRIER PROPERTIES



OXYGEN

One of the most important characteristics of tamari soy sauce is taste. This distinctive taste degenerates when the sauce makes contact with oxygen. Therefore, oxygen penetration ($\text{cm}^3/\text{m}^2/24\text{h}$) needs to be minimised.

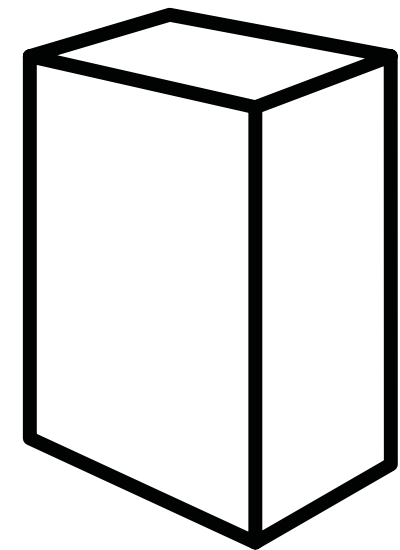


WATER

Also water influences the taste of the sauce. When water enters the package, the sauce decreases in concentration and therefore dilutes. Again, a sound barrier is needed that protects the package from water entering the package ($\text{g}/\text{m}^2/24\text{h}$)

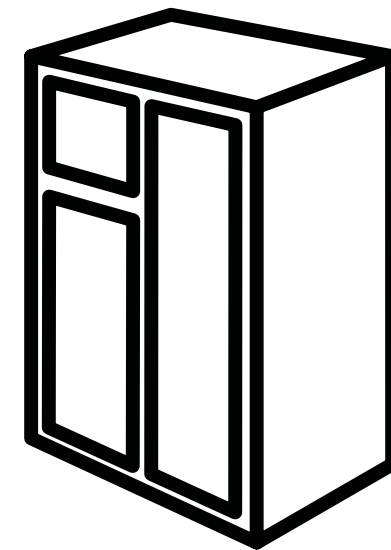


PACKAGING ELEMENTS



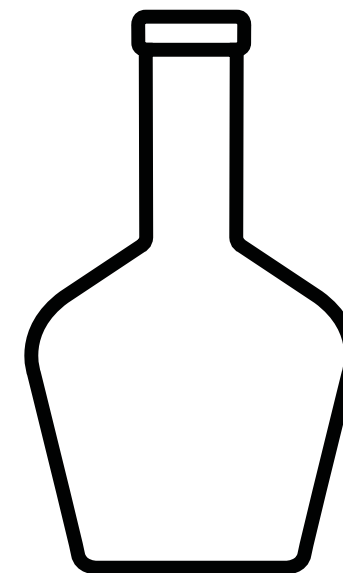
CORRUGATED BOARD

The corrugated board is the outside layer of the package. It prevents the inner elements from touching other packages, as well as the outer world in general. At the same time, it is representing the brand, facilitating the first glance of costumers.



PLASTIC INSERT

The insert holds every element inside the package firmly together, providing protection from external hazards. The bottle, bowl and chopsticks are maintained in position without touching each other.



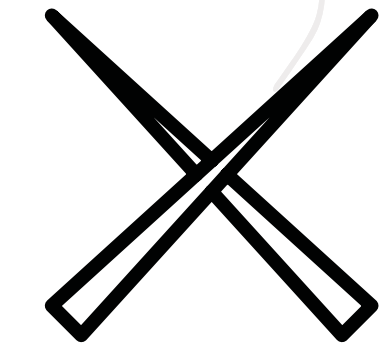
BOTTLE

The tamari soy sauce is hold by a bottle. The bottle facilitates protection from water and oxygen.



DIPPING BOWL

The dipping bowl is a practical way to utilise and consume the tamari. Consumers pour a desired amount of sauce into this bowl and dip their sushi.



CHOPSTICKS

Chopsticks provide the traditional experience of eating sushi and are complementary to the dipping bowl.

LEGISLATION SPECIFICS

LEGISLATIONS

- **Regulation (EC) No 1935/2004(with amendments):** on materials and articles intended to come into contact with food and repealing Directives 80/590/EEC and 89/109/EEC
- **EU regulation No 2023/2006:** on good manufacturing practice for materials and articles intended to come into contact with food (GMP)
- **EU Regulation 1169/2011:** about labelling and nutrition labelling
- **EG regulation (EU) No 10/2011:** on plastic materials and articles intended to come into contact with food
- **75/106/EEC EG directive:** About weight and volume of prepacked products
- **Single Use Plastics Directive (EU) 2019/904**
- **Regulation (EC) No 178/2002:** General principles and requirements of food law
- **Directive 2008/98/EC:** On waste (Waste Framework Directive)
- **82/711/EEC Council directive:** Laying down the basic rules necessary for testing migration of the constituents of plastic materials and articles intended to come into contact with foodstuffs
- **European Parliament and Council Directive 94/62/EC of 20 December 1994:** On packaging and packaging waste
- **Directive 85/374/EEC:** Liability for defective products
- **(EC) No 282/2008 Commission regulation:** On recycled plastic materials and articles intended to come into contact with foods and amending Regulation (EC) No 2023/2006
- **European Parliament 94/62/EG (1994):** Packaging and packaging waste

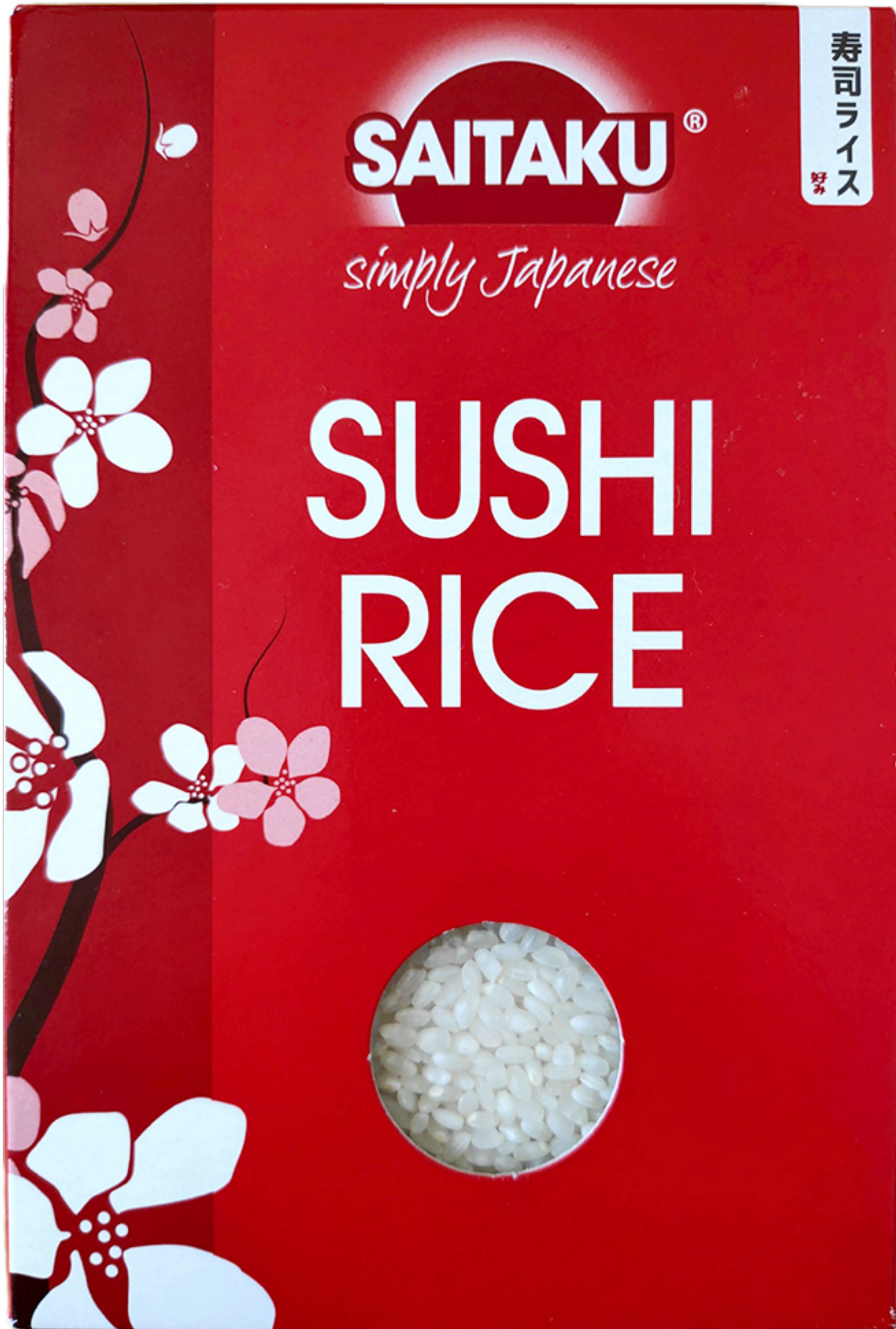
IMPLICATIONS

- When the package, considering every aspect of the packaging, does not comply to the above stated legislations, the product cannot be produced, sold or consumed in the European Union.



DESIGN





BRAND LANGUAGE & BACKGROUND

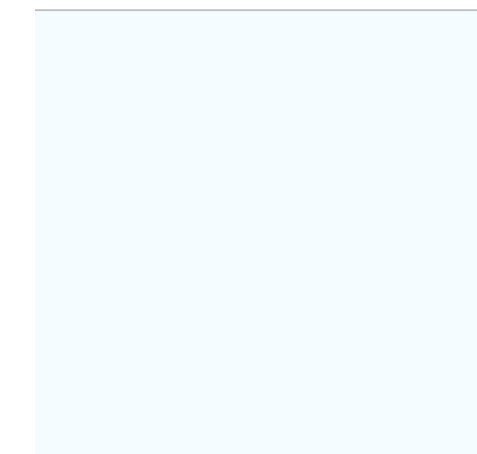
Saitaku focusses on making Japanese food accessible for western countries, such as the United Kingdom and The Netherlands, while also making it fun and healthy. Not surprisingly, Saitaku translates to “good selection”. In addition, innovation is an important topic for the brand, striving to stay leading in the Japanese category in supermarkets.

From the existing packaging can be conducted that Saitaku wants to be conspicuous and prominently present on shelves. The bright red packaging facilitates this ideology. The relation to Japan is no secret either, with references to the Japanese flag with rising sun in the logo and a twig with blossom leaves at the edge. Also Japanese characters indicate the authenticity of the country’s food and culture.

Summarising, Saitaku disseminates strongly the Japanese heritage and with it credibility, providing an appearance that conveys accessibility and conspicuity.

AVANT GARDE GOTHIC
Bold

AVANT GARDE GOTHIC
Medium



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寿
司
と



BRAND EXTENSION

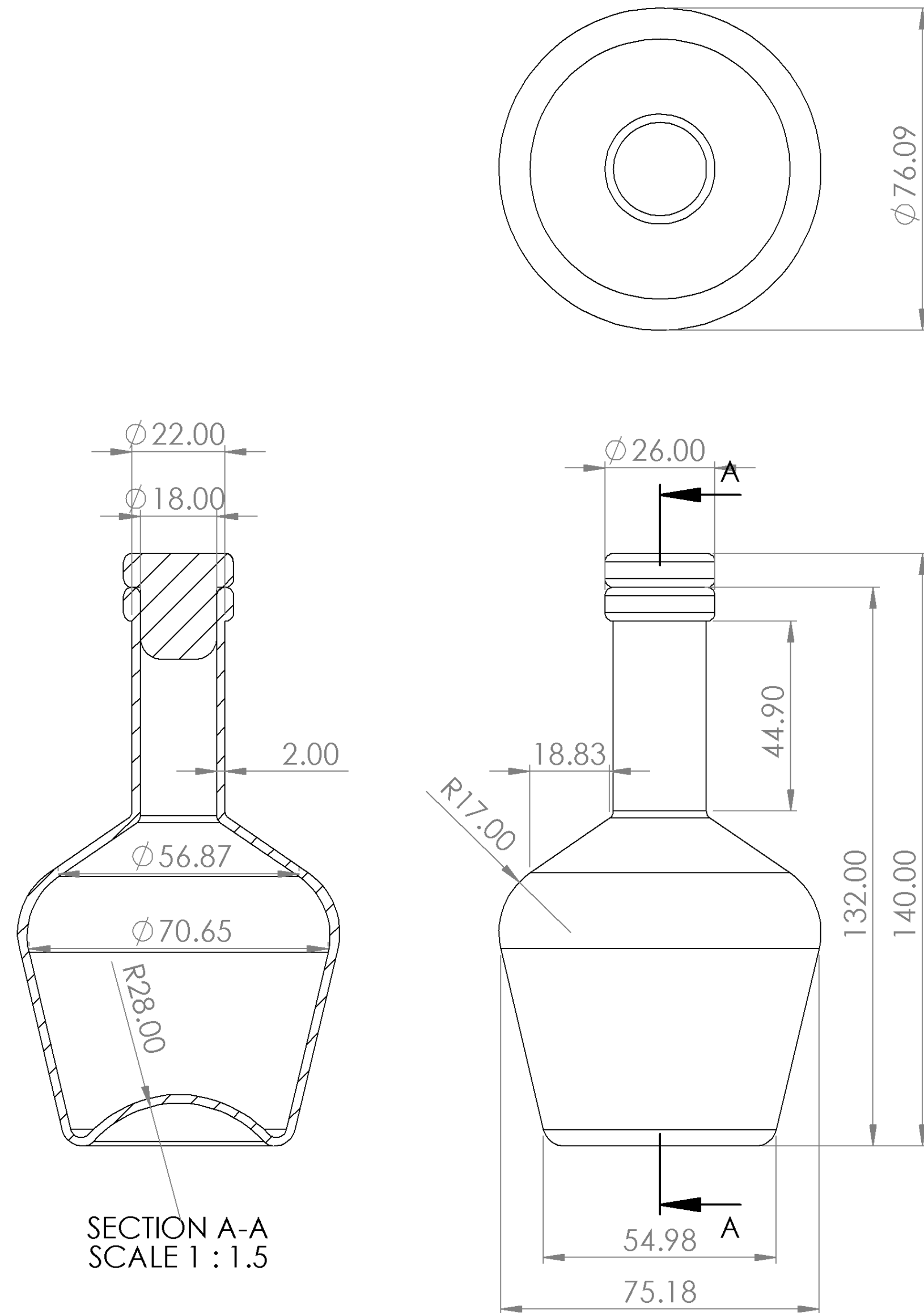
To accompany the new product line with a suitable branding, a new logo design is made. Emphasising authenticity, tradition and luxury, the logo is simplified and supported with the new brand line, *Saitaku pure*. The slight resemblance of a stamp print-leftover, is a welcome new aesthetic as well. Familiarities such as the rising sun and the dark red colour are still incorporated in the design. The new design serves as a new brand language besides the existing one, not replacing it.

TAMARI

Aged for 5 years

*The finest soy sauce someone could
desire. Aged for five years, produced
in the traditional way, like in ancient
Japan.*





BOTTLE DESIGN

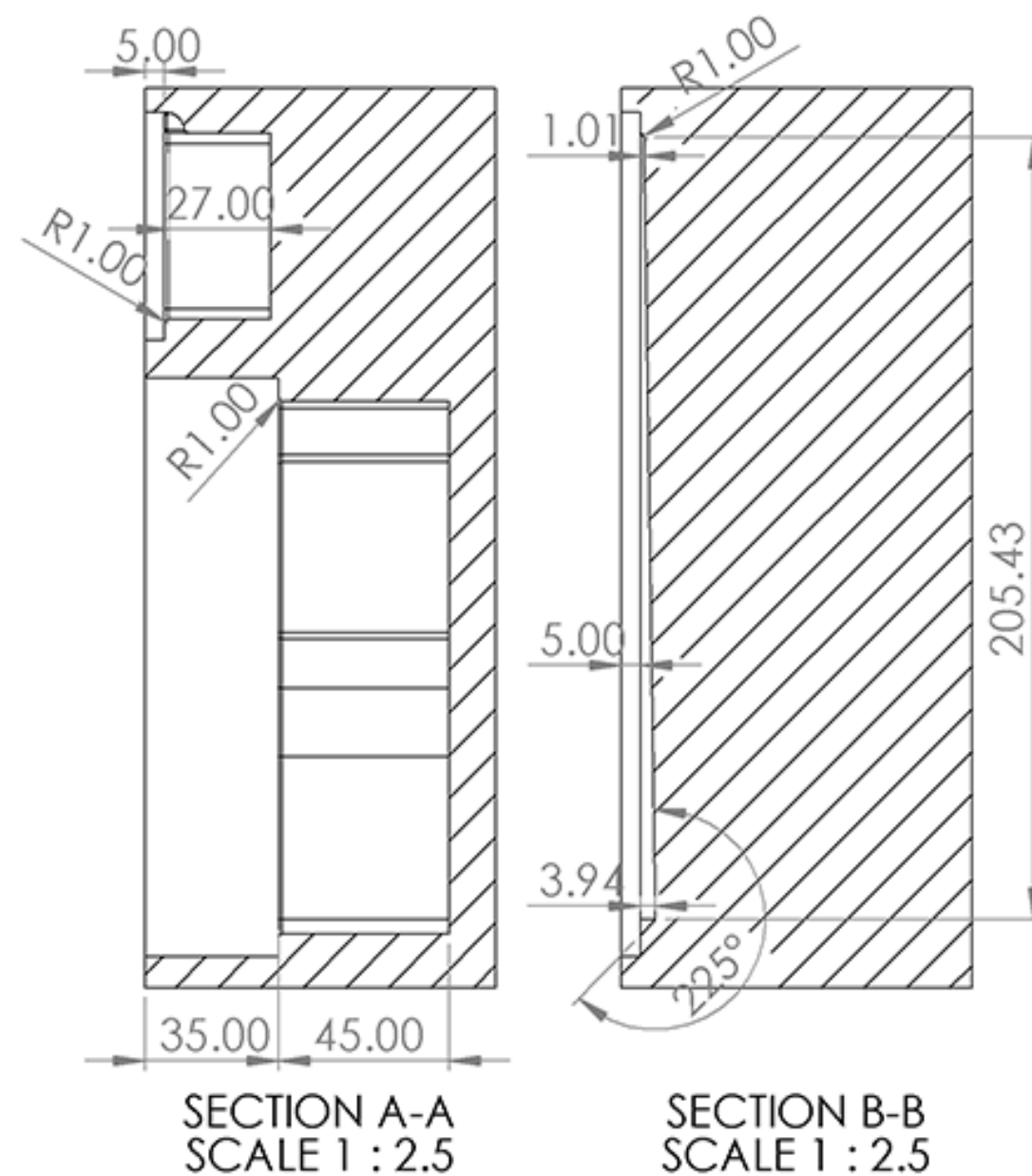
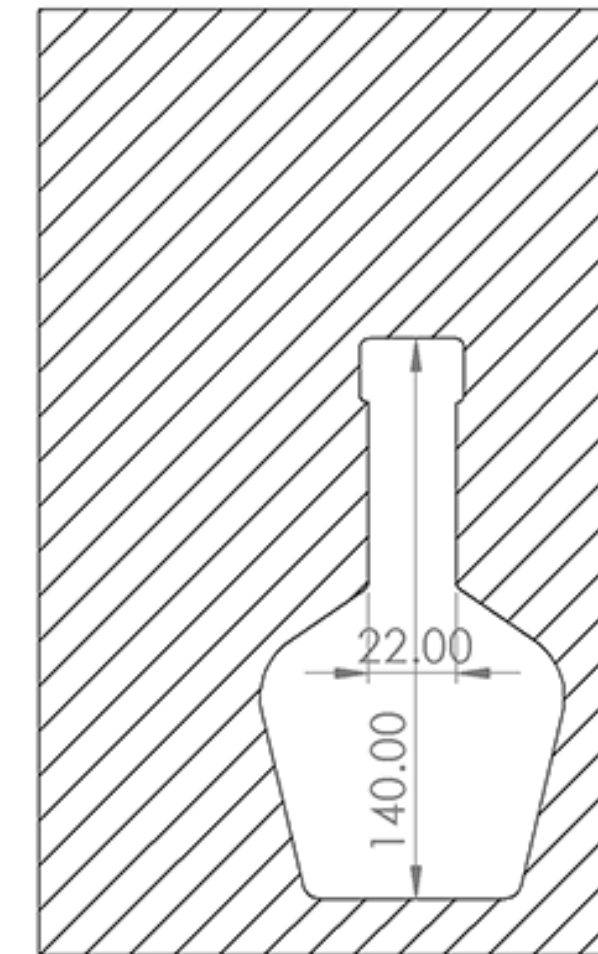
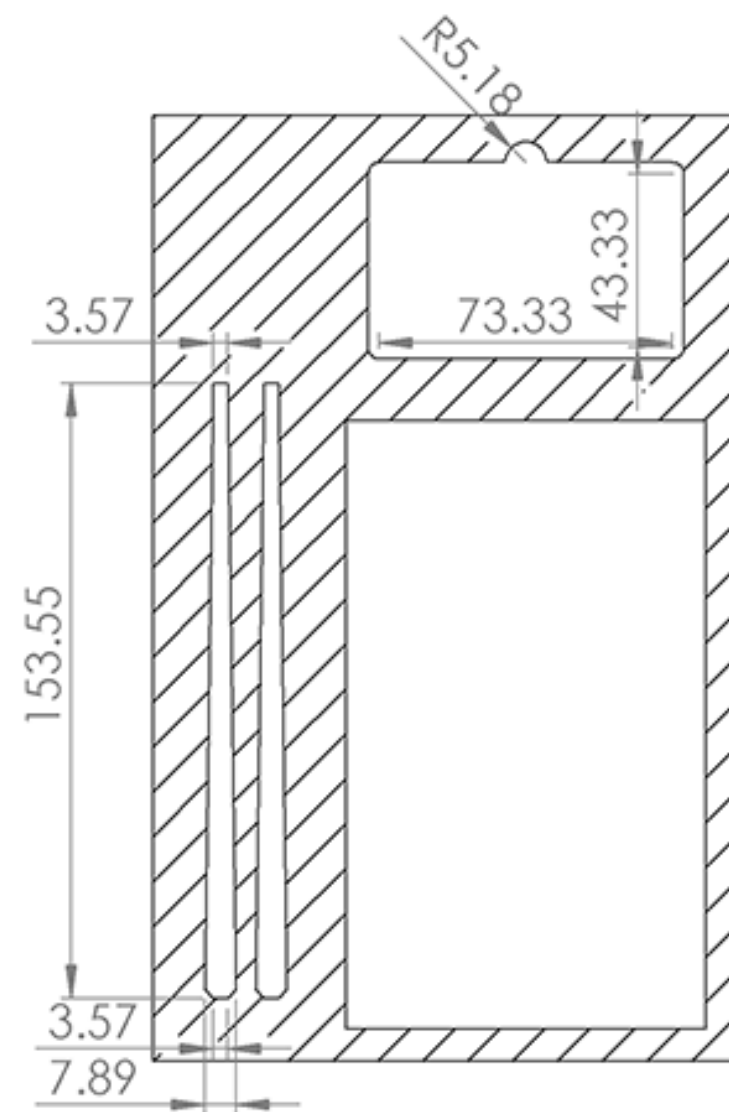
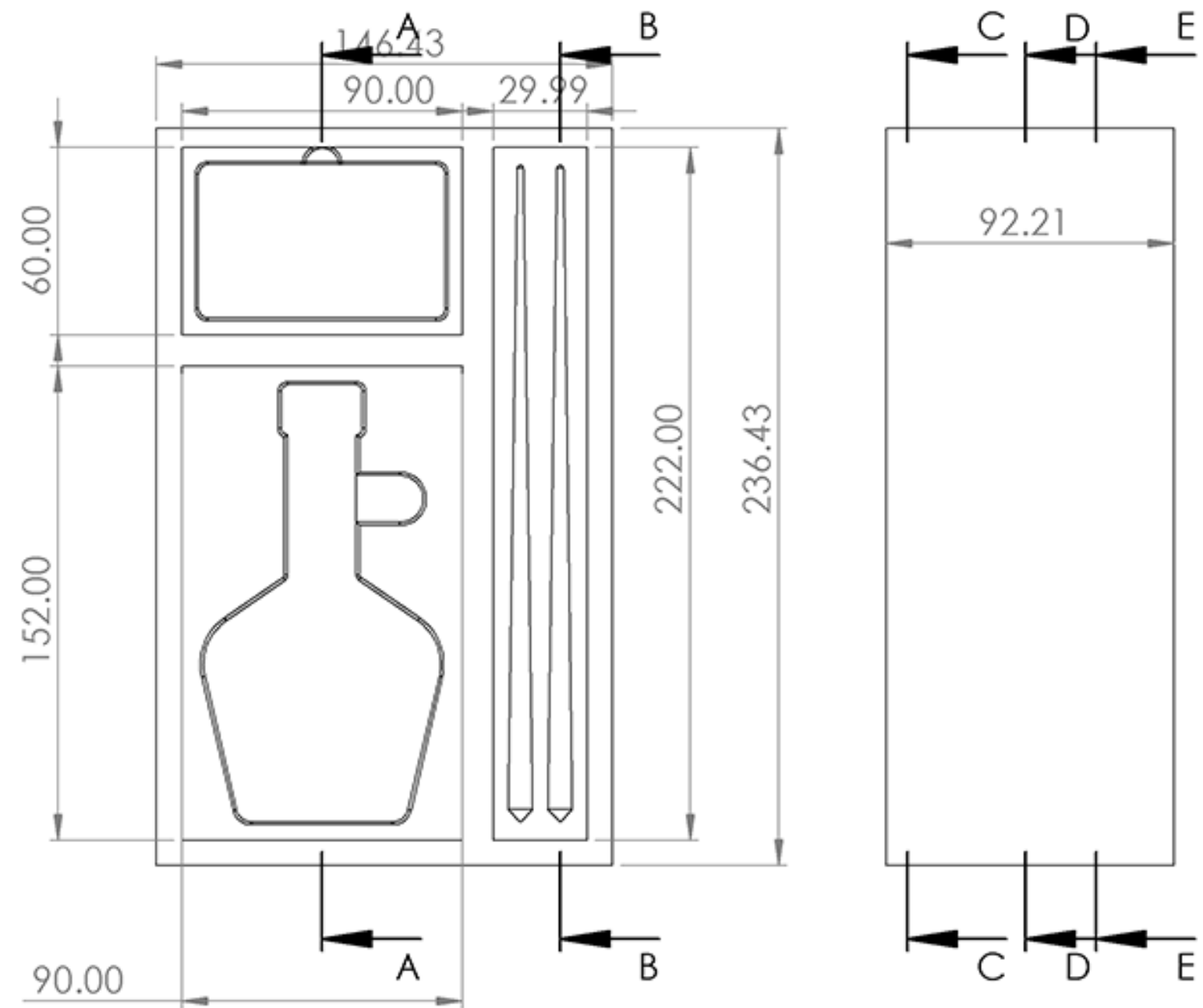
The bottle is made from white soda lime silicate glass, providing an excellent barrier against oxygen and water. The manufacturing method is narrow neck press and blow, to maintain the small neck and relatively thin thickness of the glass.

Its design is based on traditional ceramic bottles found in Asia, for an authentic and premium appearance. The bottle is accompanied by a cork, made from low density polyethylene (LDPE), to synergise for authenticity and premium look. The cork is, for safety reasons, held in place by a plastic film around the neck of the bottle. This film is made of polyethylene.

The printed information on the bottle is achieved with the screen printing method, suitable for glass bottles.

The bottle holds a volume of 200 millilitres plus 10 millilitres of head-space and weights 120 grams empty and 360 grams when filled.





INSERT DESIGN

The insert is made from black expanded polyethylene foam (EPE), with a density of 33 kg/m³. The insert holds every product tightly in place, preventing the products from falling out and consequently damage. Due to the high density and the smooth surface, a luxury look and feel is obtained.



ASSEMBLED: CLOSED




ASSEMBLED: OPEN

*The finest soy sauce someone could
desire. Aged for five years, produced
in the traditional way, like in ancient
Japan.*

SAITAKU
pure

TAMARI
Aged for 5 years

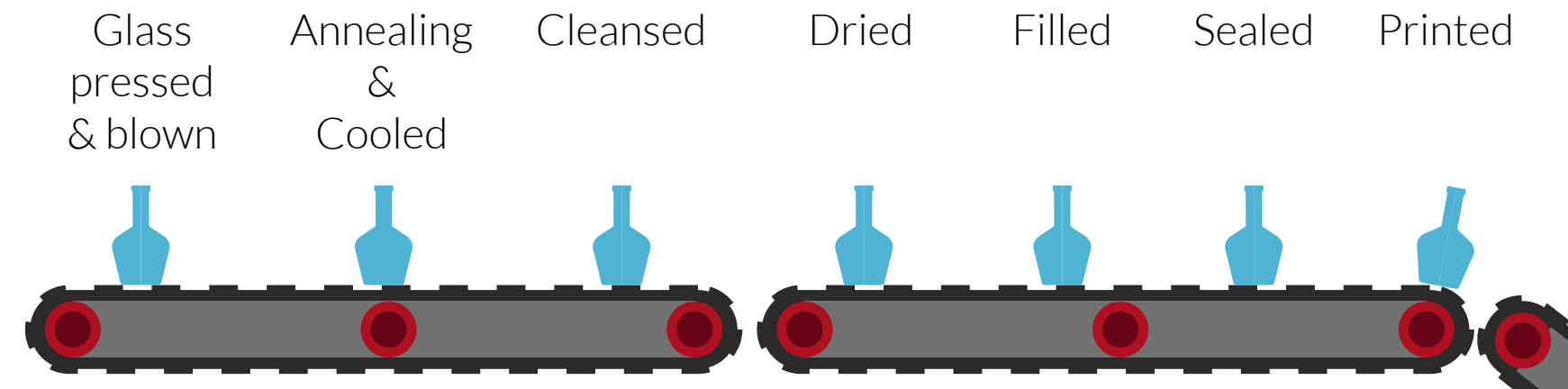




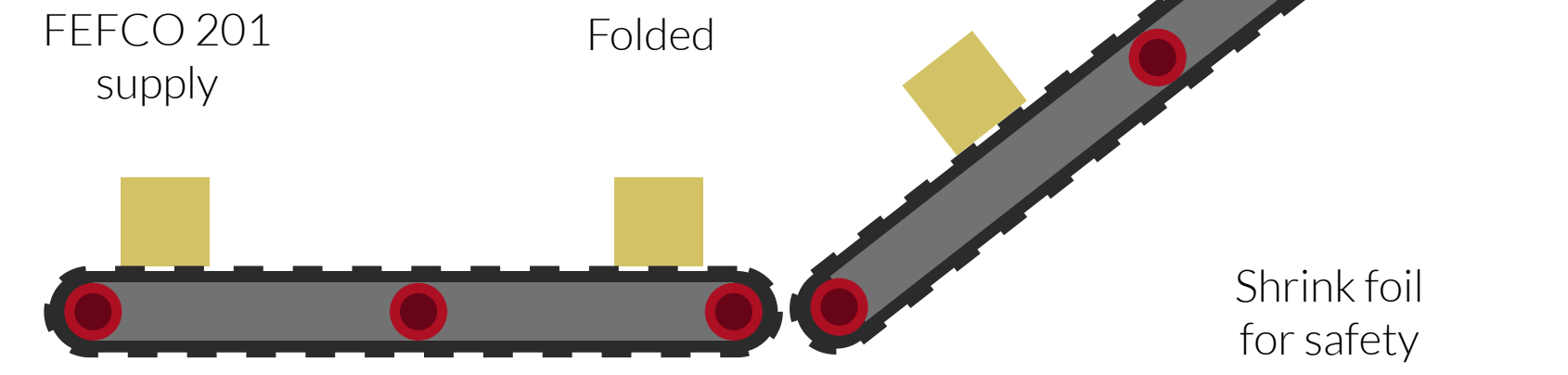
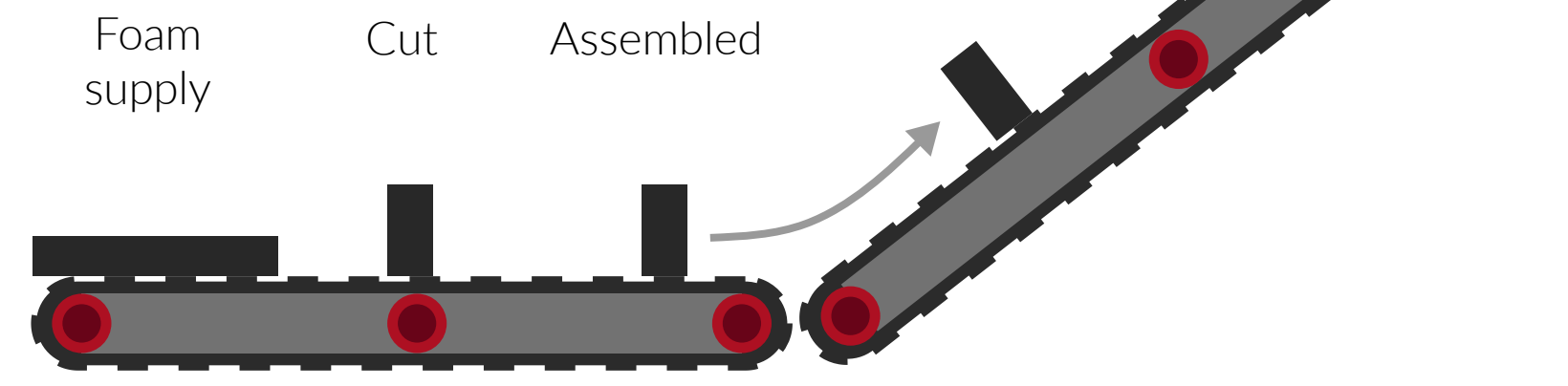
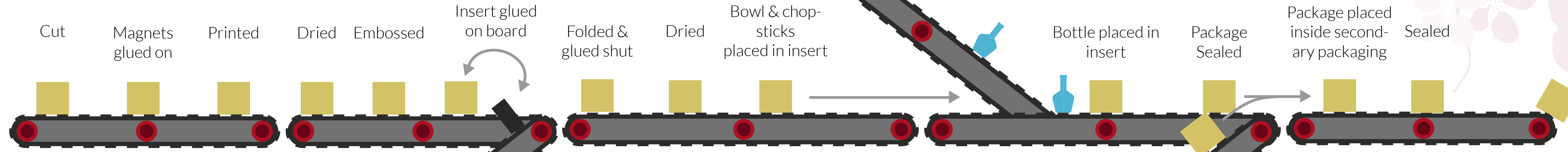
PRODUCTION & SHIPPING

ASSEMBLY FLOW

BOTTLE

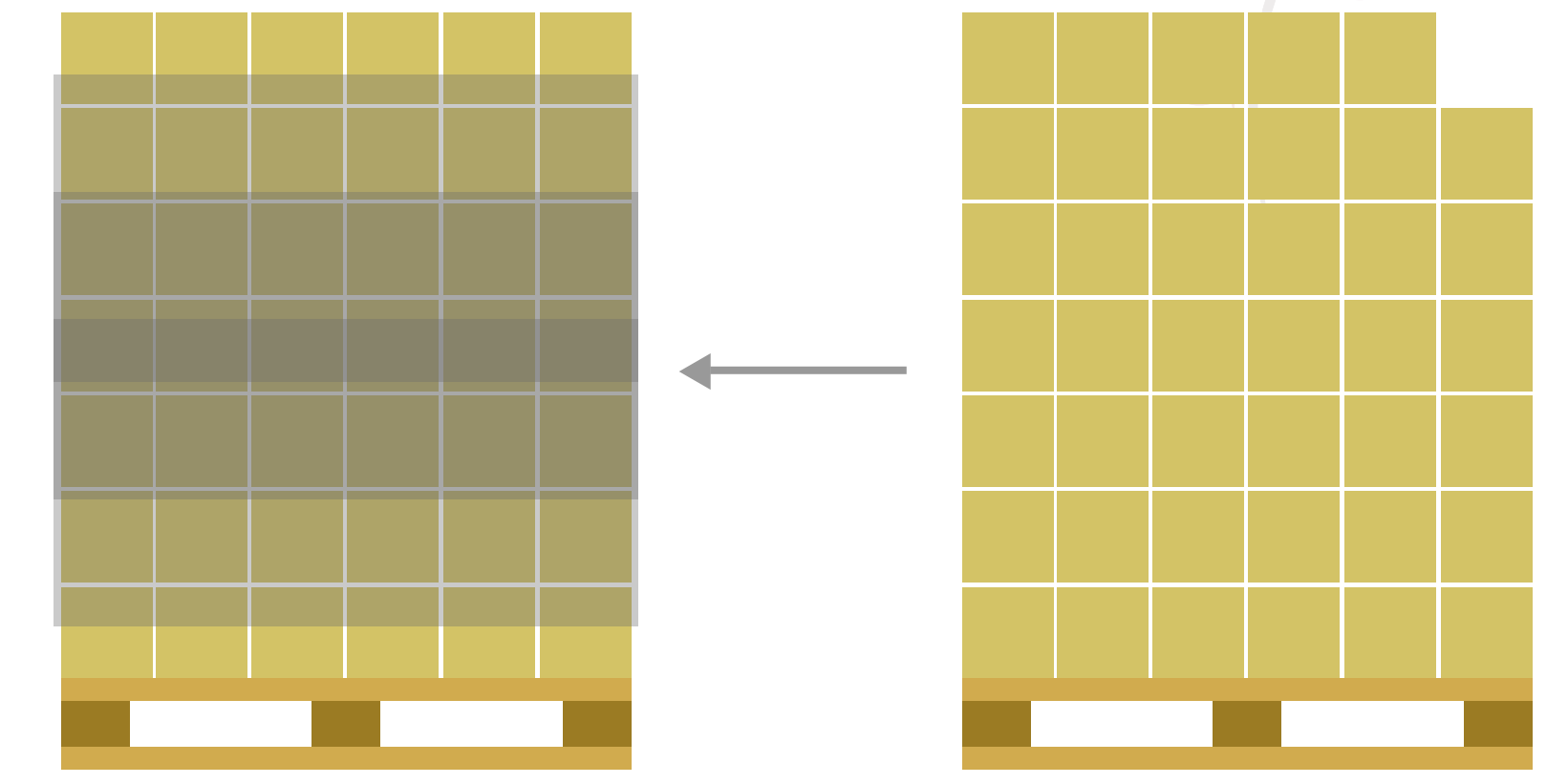


BOARD



INSERT

SECONDARY PACKAGING



DISTRIBUTION PLAN

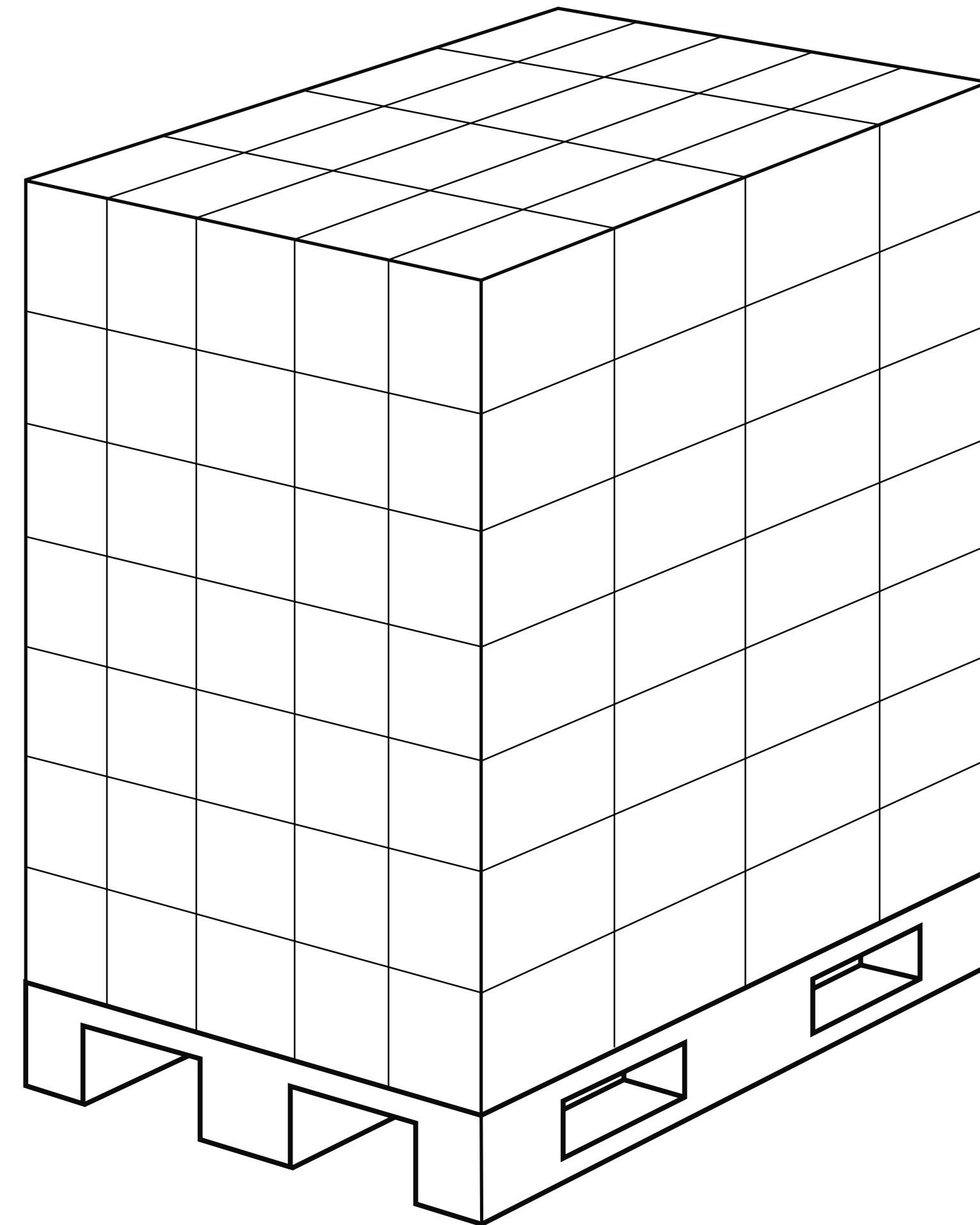
The primary packaging has the following dimensions: 98mm x 154mm x 244mm. Three of these packages fit inside of a FEFCO 201 300mm x 160mm x 250mm secondary package. Single walled 3mm thick B-flute corrugated board is used for this packaging.

As shown in the figure, a EUR-1 pallet is picked to distribute the secondary packages. The dimensions of this pallet are 1200mm x 800mm, with a maximum stacking height of 1800mm.

On this pallet, four secondary packages fit in length, five in width and seven in height, resulting in 20 secondary packages per layer stacked. Hence, the total amount of primary packages shipped per pallet is 560. Shrink foil is used to stabilise the pallet's content.

The total weight on the pallet is:
 $0.510 \text{ kg} * 560 = 285.6 \text{ kg}$.

This easily stays under the 1500 kg threshold.



COST-PRICE ESTIMATION

PRIMARY PACKAGING

Material	Amount	Weight (g)	Surface area (m ²)	Volume (m ³)	Cost per variable	Cost (€)
Foam insert				0.002251	1.00 / m ³	0.002
White soda lime silicate glass		120			450 / ton	0.054
Synthetic cork	1				0.01 / cork	0.01
Bleached E-flute			0.4244		0.3825 / m ²	0.162

SECONDARY PACKAGING

B-flute			0.5244		0.45 / m ²	0.236
Total Cost						€0.46





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