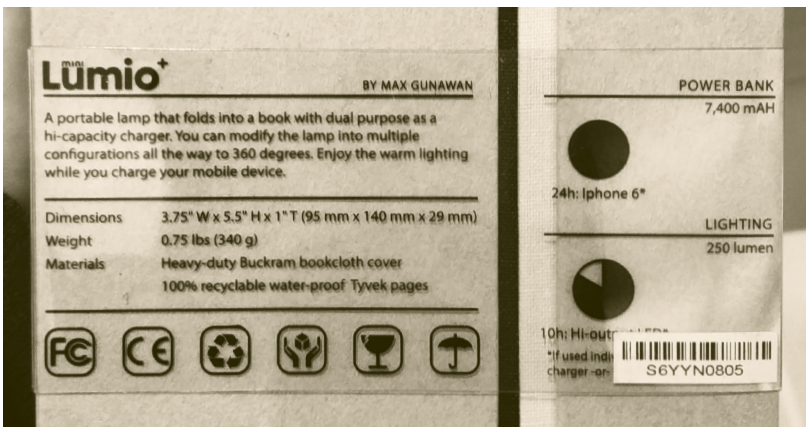
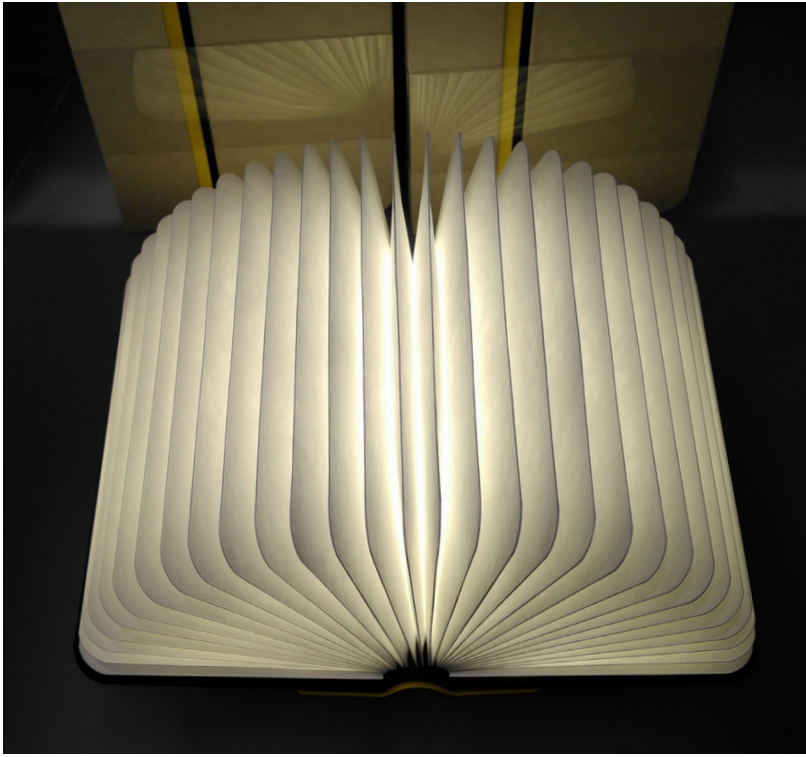


MoMA STORE



A packaging that caught my eye was the mini Lumio+, a portable dual lamp and power bank in the form of a book. The packaging consists of a two part case secured together by a belly band. The case like packaging is a sturdy cardboard with a rounded edge on the corners done through a die cut. The text and images on the packaging itself is a metallic gold achieved through foil stamping. The cardboard material is uncoated meaning that if process ink were used instead, there would be dot gain bleeding into the material. This would blur everything printed out and not produce as clean of a print as foil stamping. The belly band provides additional information about the product. It is a slippery plastic material so in order for the text to be printed on, it was done with flexography.

The use of foil stamping to achieve a high intensity metallic finish is a smart choice as this product is marketed as a part lamp. The product also comes in three color options. The product does well in showcasing this by leaving a gap between the two parts of the case, allowing for a the color to peek through. The packaging can also be kept for further usage beyond marketing the product. This is a mini version of the full size book, meaning it would be marketable as one to bring for travel. The edges may fray as this is a book, but the case like packaging is sturdy so it can be kept to be reused to protect the product. Although a simple design, the packaging is effective in showcasing the product.

SHIRLEY FANG