

Fruit Wrapper

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This product is designed to provide a proper 'local' packaging system for the Malaysian star fruit. It is developed based on the designer's observation and practical involvement during his 'stint' in anthropological work in the field of agriculture. Chong Wei Wei had identified several issues from existing packaging system that could be improved. The critical areas are insect infection, hygiene, improper packaging system and use of improper recycled material. In developing a new packaging concept for local fruits, appropriate material and flexibility to expand in size are major considerations since fruits will grow in size during transportation and exporting period. The proposed local packaging design version for star fruit also took in account with farmers' ergonomics and flexibility aspects. This localised packaging design system can be extended to cater to packaging of other local fruits.



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