Research on the Added Value in Commodity Packaging Design

LI Xiao-hong (Zhejing Vocational College of Commerce, Hangzhou 310003, China)

The judgment standard to a certain product is not only limited to the fulfillment of its functions, but also the pursuit of external form and sense of beauty. Thus, commodity packaging design has shown more and more strong sell promotion power and permeation power of commercial culture. Suitable and beautiful packaging design has not only the function of protection, but also can reflect product quality, upgrade product image, and create added value of the product.

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TB482

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