

Sushigami

An Innovative Packaging Option for Sushi

created by:

Alex Verdicchio

Ursula Jones

Grade Six

Ascham Junior School

188 New South Head Road

Edgecliff NSW 2027



Entry Number-
NSWP003

Teacher: Peta Howley

83567057

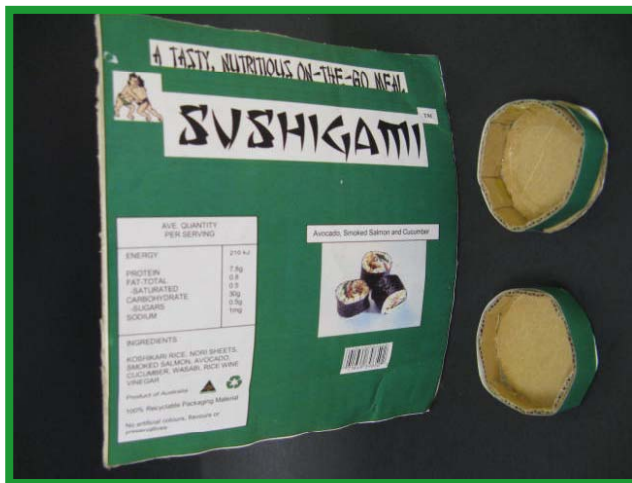
Packaging from Different Angles



Internal view of net



Top view



Width of Corrugated Cardboard shown



Final Packaging

A Package that Fits its Product



Sushi roll



Sushi in one form of packaging



Sushigami packaging with sushi roll

More Photos



Packaging laid out flat showing detailed information on packaging

- bar code
- nutritional information
- manufacturing details
- health warnings

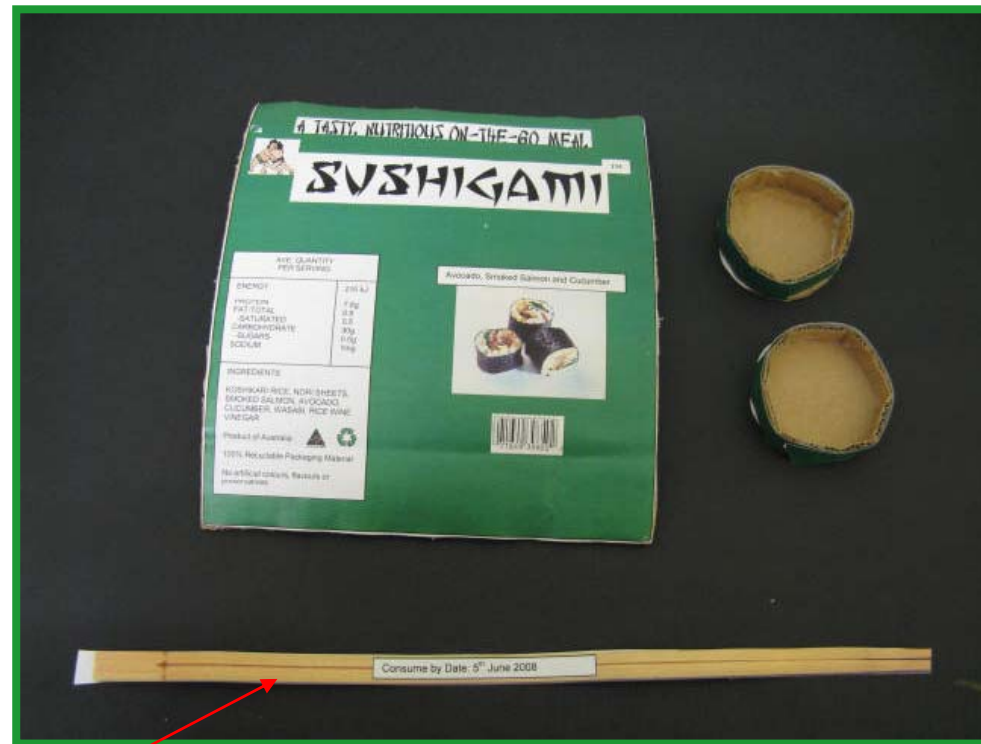


Packaging from diagonal view



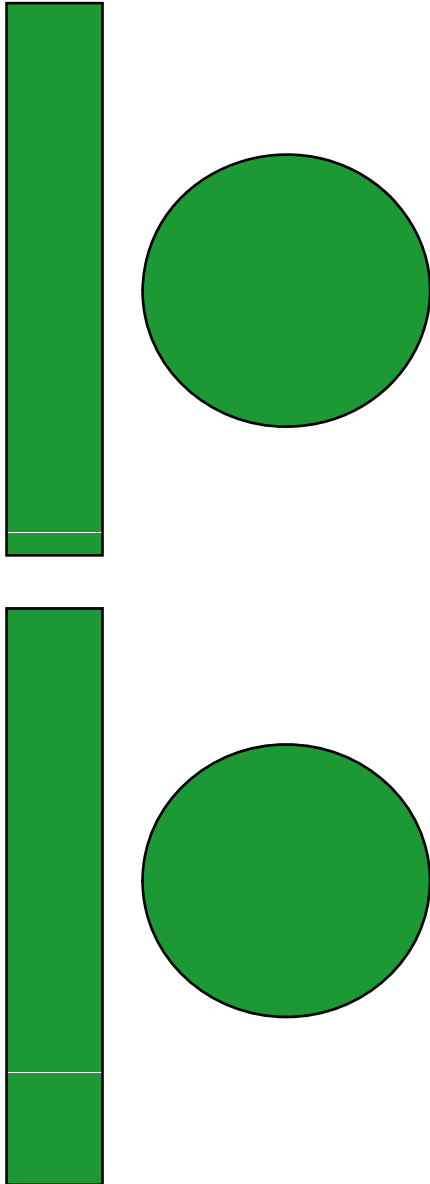
Packaging standing upright

Packaging Components



Adhesive sticker/seal to secure packaging and shows whether tampering has occurred.

Computer Generated Net of Product



A TASTY, NUTRITIOUS ON-THE-GO MEAL



TM

ON-THE-GO MEAL

AVE. QUANTITY PER SERVING	
ENERGY	210 kJ
PROTEIN	
FAT-TOTAL	7.8g
-SATURATED	0.8
CARBOHYDRATE	0.5
-SUGARS	30g
SODIUM	0.5g
	1mg

INGREDIENTS

KOSHIKARI RICE, NORI SHEETS, SMOKED SALMON, AVOCADO, CUCUMBER, WASABI, RICE WINE VINEGAR

Product of Australia  

100% Recyclable Packaging Material

No artificial colours, flavours or preservatives

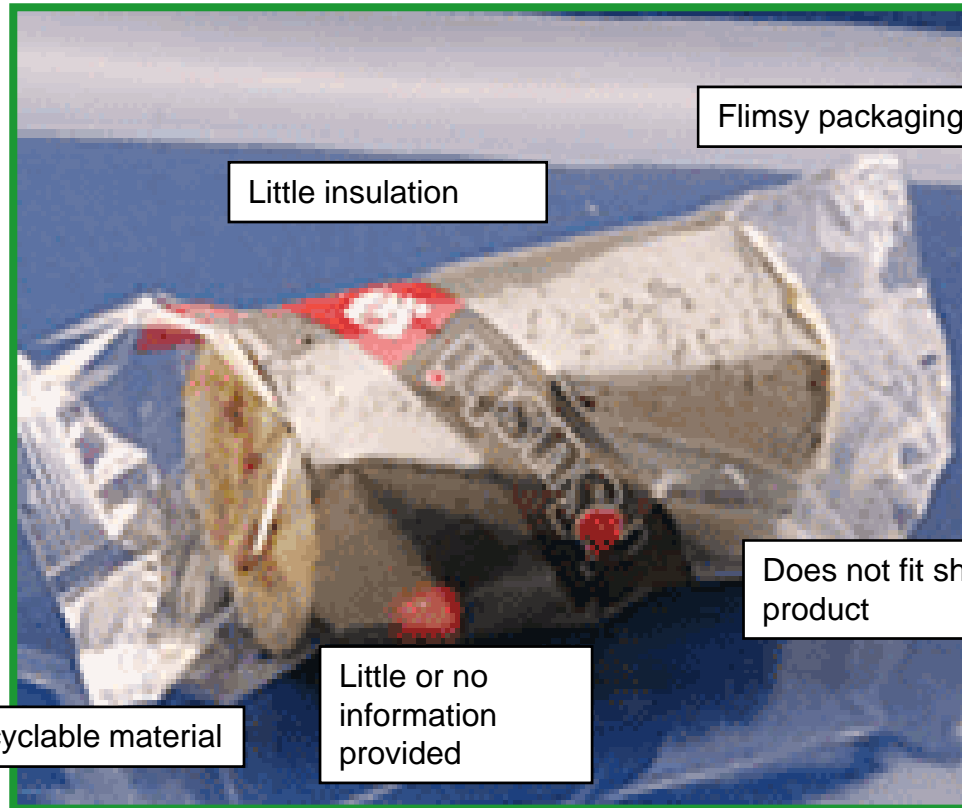
Avocado, Smoked Salmon and Cucumber




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Rationale behind Sushi Packaging

Original Packaging



Flimsy packaging

Little insulation

Plastic- non-recyclable material

Little or no information provided

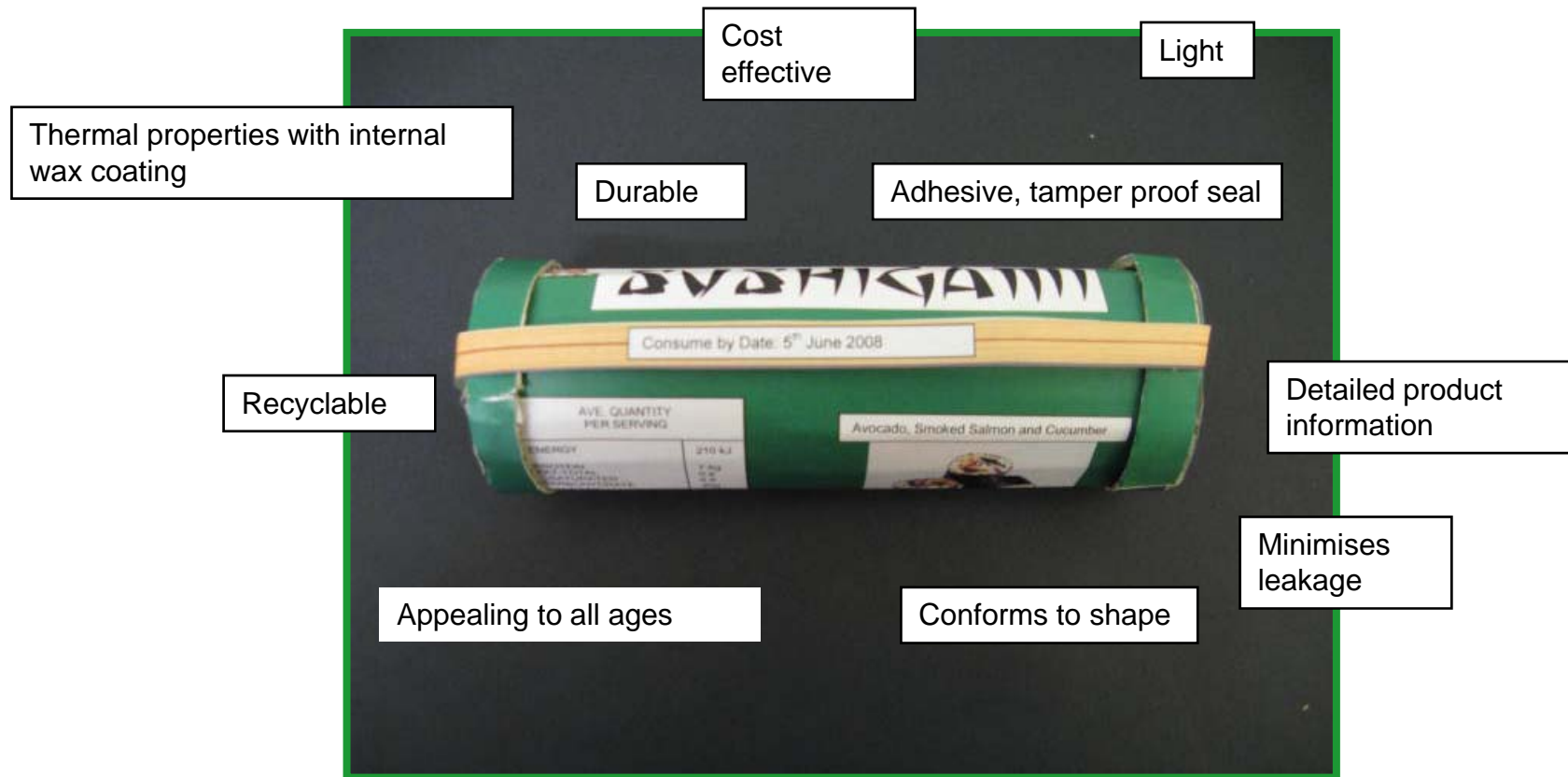
Does not fit shape of product



Another form of packaging

Our New and Improved Packaging

Considering the sushi packaging problems we have designed a new way of sushi packaging.



Inspiration

Sushi rolls are a very popular snack yet they are potentially hazardous*. They are now being sold in supermarkets and school canteens. Problems associated with sushi rolls could be reduced if improvements were made to packaging.

Materials

Packaging is made of:

*Fully Recyclable Corrugated Cardboard with hygienic wax coating

*Adhesive paper tamper proof seal

*According to NSW Food Authority
www.foodauthority.nsw.gov.au

How can our Packaging be Recycled and Reused?

1. Package can be opened up and used as a placemat whilst eating.

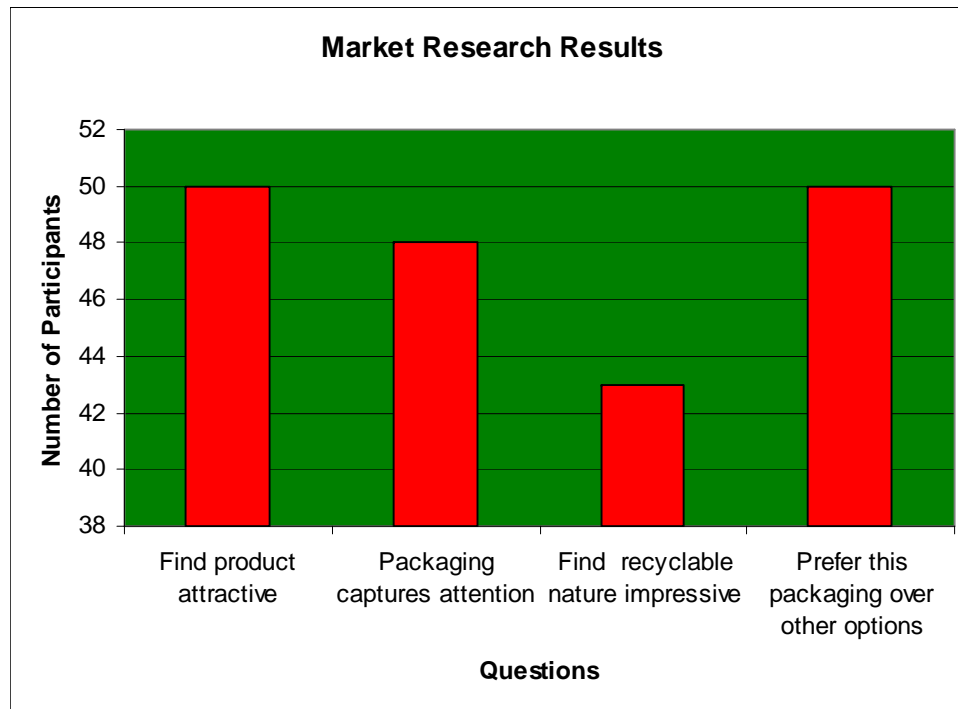
Packaging transforms into
handy placemat



2. All materials can be fully recycled into other paper products.

Market Research and Testing

We surveyed 50 people within of school community to assess the suitability of our packaging design.



The packaging was tested by a drop test, its durability was assessed with a weight test and transportation tests. All results proved it was a superior product.



After drop test product remains intact



Weight test shows strength of packaging