

PICK UP LOONG

A Chinese dragon-themed gift packaging to strengthen the enterprise employees' sense of belonging and value identification as well as enhance the brand's public image and reputation





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RECYCLABLE AND SUSTAINABLE

This packaging incorporates a dual-layer-drawer structure, with the top outer panel for item placing and each interior layer for separate item storage. Moreover, seamless layered stacking and combinations of multiple gift packaging boxes are allowed to form a multi-layer storage box, making the gift packaging more recyclable and sustainable.





FUNCTIONAL AND ECO-FRIENDLY

This packaging is made of acrylic instead of paper materials, reducing the waste of paper resources to be more eco-friendly while better protecting the inner gifts. In addition, this packaging, with multiple small gift boxes fitting together perfectly inside, reduces loss during transportation.

BRAND CULTURE AND MODERN AESTHETICS

Pick up loong packaging adopts materials, patterns, gifts, PVC figures catering to young people's aesthetic and emotional demands so that it is eye-pleasing while conveying the brand's culture, value, and pursuit.

