



樂食易 LET'S EAT

快樂、美食、容易，餐桌上的全新選擇！
Happienns,delious,easily,a brand new dining table choice

過去微波食品包裝為消費者造成的困擾，最常見是加熱完後找不到包裝的施力點，從微波爐拿出時，超商店員只是提供單薄的塑膠袋輔助拿取，食物湯汁也經常因這樣奇怪的拿法流出，這種拿法，不僅沒有防燙，也影響消費者進食時的心情，於是我們以「防燙」為出發點，包裝特色一、將包裝袋的兩側邊條加寬，讓使用者可以有更多空間拿取，加熱完方便手持，於桌面擺放時也可以靠手輔助；二、外觀圖案以亞洲傳統家庭式的餐具，例如：大湯鍋、飯碗、菜盤、水果盤，讓使用者用餐時更貼近於居家用餐，讓獨自在外打拚的人們懷念家鄉的記憶；三、過去經常因為袋子開口過小，造成沾手、不易舀取等讓人食用不便的問題，我們讓開口呈斜面撕開，並以微型雷射割出固定撕口軌跡，保持食用開口的大小；四、為保護使用者使用安全，在包裝四角打上圓角，減少刮傷意外，也透過圓角更貼近「鍋碗瓢盆」的造形；五、包裝以斜向撕開後，可以依照袋子教學步驟折出湯匙直接用餐，活化使用者腦袋與手部的肌肉運動，豐富用餐體驗，激發軟式包裝更多功能與實用性。

The purpose of Let' s Eat is to help people enjoy an easy and convenient meal after a busy day off. Let' s eat in a favorable way with Let' s Eat. In the past, the most common problem with microwave food packaging for consumers was finding a way to handle the package after heating. Convenience store clerks only provided thin plastic bags for customers to use, which often caused food to spill. This method not only lacked insulation but also affected the customer's dining experience. To address these issues, we designed packaging with the following features: wider side strips for easy handling, traditional Asian tableware designs for a homely feel, a slanted opening with a fixed tearing path for convenience, rounded corners for safety and aesthetics, and a foldable spoon attached to the bag for a more enjoyable dining experience. These innovations make soft packaging more functional and practical.







樂食易的誕生是給消費者在忙碌之餘，能享受一個餐桌大團圓的用餐情境，希望每個忙碌人在錯過、忘記用餐時，在短暫的時間裡也可以滿足滿漢全席，簡單又便利的一餐。

It is hoped that each busy person will be able to enjoy a simple and convenient meal in a short time when they miss and forget their meal.



樂食易粉絲專頁

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