

Bead by Zou Hu and Miao Jingyi Wins Silver in A' Packaging Design Awards

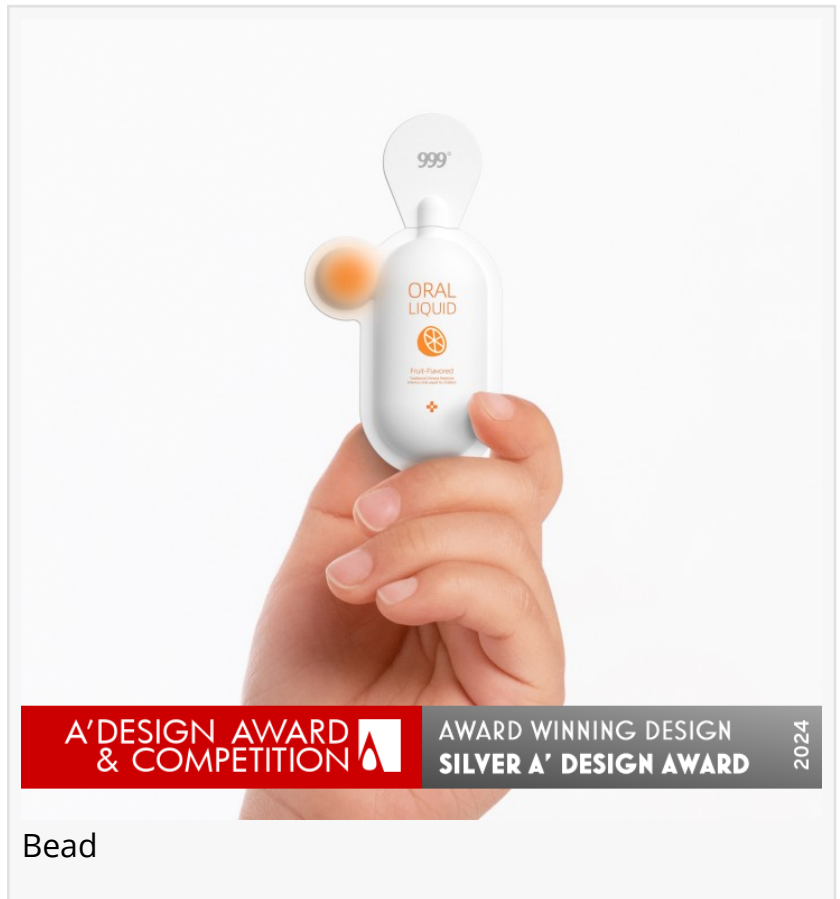
Innovative Children's Medicine Packaging Design Recognized for Excellence by International Jury

COMO, CO, ITALY, September 11, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging design](#), has announced Bead by [Zou Hu and Miao Jingyi](#) as the Silver Award winner in the Packaging Design category. This prestigious recognition highlights the exceptional design and innovation of Bead, a children's medicine packaging that combines functionality, user experience, and environmental sustainability.

Bead's award-winning design addresses a common challenge in the packaging industry: making medicine more appealing and easier to consume for children. By incorporating a fruit-flavored burst bead that releases a sweet liquid after the last sip of medicine, Bead transforms the often unpleasant experience of taking medicine into a more enjoyable one. This innovative approach not only benefits the end-users but also sets a new standard for the packaging industry in terms of user-centric design.

The unique design of Bead consists of a bottle containing traditional Chinese medicine and an attached burst bead filled with a sweet liquid. Children can squeeze the bead while drinking the medicine to make it tastier or after finishing the last sip to relieve the bitterness. Inspired by the Chinese folk custom of eating candy after taking medicine, Bead offers a fun and engaging way to make the process more enjoyable for children.

Winning the Silver A' Design Award is expected to inspire Zou Hu and Miao Jingyi to continue



pushing the boundaries of packaging design, focusing on innovative solutions that prioritize user experience and environmental responsibility. This recognition serves as a motivation for the design team to explore new possibilities and contribute to the advancement of the packaging industry.

Bead was designed by a talented team including Zou Hu, Miao Jingyi, Duan Hongli, Xu Mengzhen, Chen Deteng, and Zhao Yizhu, who collaborated to bring this innovative concept to life.

Interested parties may learn more about Bead and its award-winning design at the A' [Design Awards](#) website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=153075>

About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that demonstrate excellence and innovation in their respective fields. Recipients of this award are acknowledged for their significant contributions to raising industry standards and advancing the practice of design. Their work often incorporates original innovations, reflects a deep understanding of user needs, and makes a notable impact on improving everyday life. The Silver A' Design Award is granted to designs that excel in areas such as innovation, sustainability, functionality, aesthetics, user convenience, brand identity, market competitiveness, safety, and technical excellence within the Packaging Design category.

About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes outstanding achievements in packaging design. It brings together a diverse range of participants, including innovative designers, forward-thinking agencies, leading manufacturers, and influential brands from the packaging and design industries. By providing a platform to showcase their creativity and gain global recognition, the A' Design Award contributes to the advancement of the packaging industry and inspires future trends. Entries are blind peer-reviewed and evaluated based on pre-established criteria by an expert jury panel consisting of design professionals, packaging industry experts, journalists, and academics. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, helping to create a better world through the power of good design. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at <https://designawardspackaging.com>

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