

# Kanpai by Hui Tu Wins Iron A' Design Award in Packaging Design Category

*Hui Tu's Innovative Citrus Liqueur Packaging Design Recognized with Prestigious A' Design Award*

COMO, CO, ITALY, January 16, 2025 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [packaging design](#), has announced [Hui Tu](#) as a winner in the Packaging Design category for the exceptional work titled "Kanpai." This prestigious recognition highlights the significance of Hui Tu's innovative packaging design within the industry.

Kanpai's award-winning packaging design showcases its relevance to current trends and needs in the packaging industry. By incorporating geometric images of citrus fruits and utilizing unique printing techniques, such as partial glazing and punching, Hui Tu's design effectively communicates the product's identity and origin. This innovative approach aligns with industry standards and practices while offering practical benefits to users and stakeholders.

Hui Tu's Kanpai packaging design stands out in the market through its distinctive features and functionality. The geometric elements and vibrant colors of the citrus fruits, combined with the tactile experience created by the partial glazing and punching, create a visually striking and memorable design. This unique combination of aesthetics and functionality sets Kanpai apart from its competitors.

Winning the A' Design Award serves as a motivation for Hui Tu and their team to continue striving for excellence and innovation in future projects. This recognition may inspire further exploration and development in the field of packaging design, fostering creativity and pushing



Kanpai

the boundaries of what is possible. The award also highlights the potential for Kanpai to influence industry standards and inspire other designers to create more engaging and functional packaging solutions.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=152030>

#### About Hui Tu

TU, Hui is a multi-dimensional designer based in Taichung City, Taiwan, with expertise spanning architecture, landscape, and industrial disciplines. Since 2003, TU Hui has held an associate professor position in academia, focusing on the research of design education and corresponding solutions in practice. Her vision and dedication have significantly benefited the enterprises involved in her projects, leading to endless motivation in her design approach.

#### About Hungkung University

Hungkung University aims to work closely with organizations and enterprises, as demonstrated by the design of Kanpai, which was created for Shi Gang Farmers' Association in Taichung City, Taiwan. This collaboration showcases the university's commitment to fostering partnerships that drive innovation and support local communities.

#### About A' Design Award

The Iron A' Design Award recognizes designs that meet rigorous professional and industrial standards set by the A' Design Awards. Recipients of this award demonstrate a solid understanding of design principles, creativity, and the ability to address real-world challenges through practical innovations. The Iron A' Design Award is a testament to the skill, dedication, and expertise of the creators, showcasing their capacity to improve quality of life and foster positive change in the packaging design industry.

#### About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes excellence in packaging design across various industries. Organized annually since 2008, the award attracts a diverse range of participants, including innovative designers, agencies, manufacturers, and brands. Through a rigorous blind peer-review process, entries are evaluated by an expert jury panel based on pre-established criteria, ensuring the highest standards of design excellence. By recognizing and celebrating remarkable achievements in packaging design, the A' Design Award aims to promote the development of superior products and projects that positively impact society, ultimately contributing to the creation of a better world. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at: <https://packagingdesignaward.com>

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