

Jackery Nexus Smart Packaging by Wei Bai, Zhiqiang Cai and Rubo Chen Wins A' Design Award

Jackery Nexus Smart Digital Packaging System Recognized in A' Meta, Strategic and Service Design Award

COMO, CO, ITALY, September 7, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced Jackery Nexus as a winner in the Meta, Strategic and [Service Design](#) category. Designed by [Wei Bai, Zhiqiang Cai and Rubo Chen](#), Jackery Nexus is a Smart Digital Packaging system that reframes packaging as a digital infrastructure rather than a disposable container. The A' Design Award is one of the highly respected and well recognized international recognitions in the field of service design, evaluating entries through a rigorous and impartial process. This distinction acknowledges the considerable thought and applied research invested in transforming a conventional packaging concept into a connected, lifecycle-oriented service. The recognition situates Jackery Nexus among a notable group of designs evaluated against established professional criteria.



The relevance of Jackery Nexus extends across the service and packaging sectors, where demand for transparency, sustainability, and continuous user engagement continues to grow. By integrating NFC and RFID into standard packaging, the system enables lifecycle data tracking, supply chain transparency, and authentication. Brands gain scalable service channels, while users access digital manuals, augmented reality content, and real-time product data. The approach aligns packaging with current expectations for connected, data-driven experiences and addresses the limitations of single-use, static containers. For stakeholders across production, logistics, and retail, this offers measurable improvements in information flow and operational

efficiency.

Jackery Nexus distinguishes itself by embedding identification, interaction, and continuous information directly within the packaging structure. The system integrates real-time logistics tracking, batch inventory, anti-counterfeiting, and lifecycle data through a cloud platform, while NFC access connects users to augmented reality, digital manuals, and product information. Materials and structure are engineered for stability and scalability, enabling mass production without altering existing manufacturing processes. The design emphasizes clarity, scalability, and practical implementation, allowing packaging to support ongoing services. Each unboxing becomes an intelligent and connected experience, turning a passive container into an interactive, data-driven interface.

This recognition may encourage further exploration of packaging as a long-term service interface within the portable energy storage sector and beyond. The win offers a reference point for system-based design thinking, where abstract service and data concepts are translated into practical, scalable solutions through cross-team collaboration. It supports continued innovation in sustainable, business-focused design and reinforces the value of integrating technology without disrupting established supply chains. For the design team, the acknowledgment serves as motivation to pursue further advances in connected packaging and service design.

Team Members

Jackery Nexus was developed by a collaborative team. Wei Bai, Zhiqiang Cai and Rubo Chen led the design and system development, working across design, engineering, and supply chain considerations to realize the smart packaging concept. Lvhan Chen also contributed to the project, supporting the development of the system-based packaging solution.

Interested parties may learn more about Jackery Nexus, view the design in detail, and explore the work of its designers at the dedicated page on the A' Design Awards website. Further information and contact options are available through the official listing.

<https://competition.adesignaward.com/ada-winner-design.php?ID=179532>

About Wei Bai, Zhiqiang Cai and Rubo Chen

Wei Bai, Zhiqiang Cai and Rubo Chen are designers based in China, affiliated with Shenzhen Hello Tech Energy Co., Ltd. Established in 2011, the company focuses on the research, development, and manufacturing of portable energy storage products. Over the years, it has developed an integrated business system covering research and development, manufacturing, branding, and sales. Its products are available in multiple countries and regions, with sales through major domestic and international e-commerce platforms and selected overseas retail channels.

About Shenzhen Hello Tech Energy Co.,Ltd

Shenzhen Hello Tech Energy Co.,Ltd., established in 2011, was among the first to launch lithium battery portable energy storage products. Through several years of planning, the company has

built a whole value chain M2C model integrating research and development innovation, intelligent manufacturing, brand development, and retailing. Its products and services cover 15 countries and regions worldwide. The company maintains a strong presence on e-commerce platforms such as Amazon, Yahoo, Rakuten, Jingdong, and Tmall, alongside offline trade channels including Home Depot, Costco, Walmart, and Best Buy. It has become a recognized brand in the global portable energy storage segment.

About the Gold A' Design Award Recognition

The Gold A' Design Award is granted to designs that demonstrate a high level of innovation and a notable impact on their intended audience. Recognized as a significant achievement by the A' Design Awards, these designs reflect a visionary approach and the considerable skill of their creators. Within the Meta, Strategic and Service Design category, evaluation considers criteria such as innovation in service delivery, user experience enhancement, sustainability, service accessibility, efficiency of execution, scalability potential, integration of technology, and strategic service design thinking. Winning designs serve as reference points for excellence, encouraging further innovation across art, science, design, and technology. The recognition highlights works that deliver meaningful value and advance professional standards within the field.

About A' Design Award

The A' Meta, Strategic and Service Design Award is a prestigious design competition that welcomes a wide range of participants, including service designers, design agencies, companies, brands, and other entities operating within the service design industry. Entries are blind peer-reviewed and assessed by a world-class jury panel of design professionals, service industry experts, journalists, academics, and designers, using pre-established evaluation criteria. Organized since 2008 and now in its 18th year, the A' Design Award is an international and juried competition held across all industries, open to entries from all countries. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, driven by a philanthropic mission to help create a better world through the power of good design. Interested parties may learn more about the A' Design Awards, explore the jury members, view past laureates, and take part with their projects at the following url: <https://methoddesignawards.com>

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