



## Creativeans Wins at Singapore Packaging Star Award for Ho Nuts Packaging Design

### Description

**SINGAPORE, 6 November 2025** – Creativeans Pte Ltd has been honoured with the **Singapore Packaging Star Award (SPSA)** under the **Commercial Sales & Display** category for its outstanding design of *Ho Nuts* packaging Design. Organised by the **Singapore Manufacturing Federation (SMF)** and the **Packaging Council of Singapore (PCS)**, the award recognises excellence in [packaging innovation](#), functionality, and design impact across industries.

## A Traditional Snack Reimagined for the Modern World

*Ho Nuts* is a traditional roasted peanut snack reimagined through design and technology to connect with today's consumers. Inspired by the heartwarming story of Uncle Ho and his monkey friend, Kacang, the packaging pays homage to heritage while embracing sustainability and innovation.

Creativeans' award-winning design integrates the brand's nostalgic narrative with modern storytelling features, using **FSC-certified paper packaging** to ensure environmental responsibility and food safety. The result is a packaging solution that blends cultural authenticity with forward-

thinking design.

## An Immersive, Interactive Consumer Experience

Beyond visual appeal, *Ho Nuts* packaging design enhances engagement through **augmented reality (AR)** and **traceability features**. Consumers can scan the front of the pack to explore the brand's story in 3D animation, or scan the nutrition label to embark on a farm-to-table traceability journey. This interactive approach bridges tradition with innovation, creating a deeper consumer-brand connection.

"The *Ho Nuts* packaging design project represents what we value most at Creativeans, meaningful storytelling through design," said **Kimming Yap, Managing Director of Creativeans**. "We are proud to have transformed a familiar local snack into an immersive experience that celebrates heritage while embracing sustainability and technology."

## Design that Blends Purpose, Culture, and Innovation

The packaging's structure is crafted from **FSC-certified, food-safe paper**, designed for **flat packing** to optimise cost efficiency and material use. This sustainable approach aligns with the global shift toward environmentally conscious packaging, without compromising visual and experiential appeal.

"Working on *Ho Nuts* packaging design was about finding balance between nostalgia and innovation," added **Clarisse, Graphic Designer at Creativeans**. "We wanted every element, from the storytelling illustrations to the QR-enabled experiences, to reflect both the brand's roots and its modern relevance. Designing the AR experiences was especially meaningful, as it allowed us to bring the story of Uncle Ho and Kacang to life in a playful, interactive way that deepens engagement with the brand."

## Championing Design Innovation in Packaging Sustainability



In addition to this win, **Kimming Yap**, Managing Director and Co-Founder of Creativeans, also moderated a **fireside chat at the Asia Packaging Federation Forum** held on 4 November 2025 at M Hotel Singapore City Centre. The session, titled *“Innovating in Circularity, Materials and Design Revolution,”* explored sustainable materials, cutting-edge technologies, and design principles that drive circular packaging innovation. Joined by **Sze Ooi**, Regional Sales and Business Development Director at **Smurfit WestRock Singapore**, the discussion highlighted how thoughtful design can extend packaging life cycles and deliver real impact for both businesses and the environment.

Source: [AsianicInsight](#), [AsiaDailies](#), [APACVISION](#), [SEADAILY](#),