

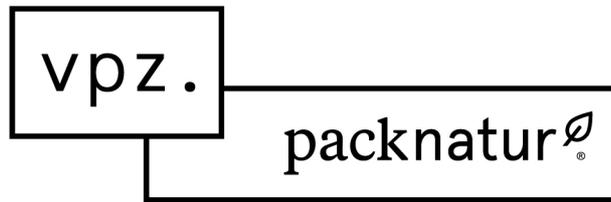
Sustainable, traditional packaging

The world of packaging in Vietnam is still unscathed. Sustainable raw materials such as banana and lotus leaves, bamboo, rice straw or palm leaves are used as packaging in Vietnam. And all of these materials meet everyone's requirements.



It was back in the 90s that designer Bettina Reichl travelled around Vietnam. Since then, her passion for the country and its culture has seen her return many a time. These trips not only taught her about the skilfulness of the Vietnamese, but also allowed her to discover her purpose. Everyday products were packaged in an infinite range of natural raw materials. Reichl, in awe of the diversity, practicality and beauty of this packaging, began to photograph it and collect it.

Her collection comprises all sorts of precious raw materials such as banana leaves, lotus leaves, bamboo, rice straw, coconuts and palm leaves. Shaped into wonderful packages, these materials help to preserve their contents against the natural process of decay. They do this by creating the perfect climate for the specific product, thereby helping to preserve it. They maintain the correct temperature and level of moisture, and release sterilising, insect-repelling compounds. Raw meat can be kept in this packaging without a fridge for two or three weeks – in temperatures of 40°C.



Besides preserving food, the natural packaging solutions also bring the benefit of helping reduce waste. The materials used for packaging decay easily on their own, without any negative impact on the environment. This helps support the recycling industry and plays an important role in preserving the natural environment.

Today, the raw plant materials are used for a wide array of packaging, including for transport and take-away food. Even food served from the popular mobile kitchens is served on a banana leaf. The designs that are seen are both practical and pretty. Unfortunately, products from the western world are posing an increasing threat to traditional Vietnam packaging solutions. The plastic era has begun in Vietnam now – and there will probably be no stopping it, either.