



Green Design Strategy for Lushan Yunwu Tea Packaging Design

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ABSTRACT

Amidst the swift march of modern industry, the escalating environmental devastation has imperiled human existence, spurring the emergence of green design as a pervasive and powerful global design philosophy. Within this context, Lushan Yunwu Tea, the sole tea hailing from China's Lushan region, stands as a prime example necessitating thoughtful packaging. Sadly, the packaging design of Lushan Yunwu Tea has languished, failing to reflect its essence. Characterized by excess, insubstantiality, and superficiality, the packaging inadequacies echo the struggle against counterfeit teas due to Lushan Yunwu Tea's fragmented production landscape. Dominated by small-scale vendors, scattered farmers, and modest workshops, cost constraints perpetuate lackluster packaging. To invigorate Lushan Yunwu Tea's branding, a strategic shift towards moderation, eco-friendly materials, and innovative design techniques is imperative. Aiming for recyclable, reusable, high-quality packaging while infusing cultural and historical narratives into the design would not only elevate its image but also amplify its role as a carrier of Chinese, revolutionary, and Jiangxi cultures. Holistically, the pursuit of green packaging aligns with sustainable values, harmonizing nature and heritage in a symbiotic design embodiment.

Keywords: green design; Tea packaging; Lushan Yunwu tea; Applied research

INTRODUCTION

Chinese tea culture has a long history and a long history and enjoys a high reputation in the world. As an important representative of Chinese culture, the packaging design of Chinese tea is the coat of tea culture, which reflects the spirit of Chinese tea ceremony and the taste of tea culture, as well as the value orientation of Chinese design culture. Lushan Yunwu Tea is distinguished among Chinese tea, and it is also China's national gift. Its green packaging design is worthy of our study and discussion (Xu et al., 2013).

China is the hometown of tea. As early as the Tang Dynasty, a relatively complete study of tea had already appeared in China. The Book of Tea written by Lu Yu, the tea sage, announced the history of scientific research on tea and tea. According to historical records, the technology and habit of growing and drinking tea in Europe and America were first introduced from China, and tea culture has long become the most important organic part of Chinese culture. Entering the 21st century, China tries to open its door wider to the world and tries to integrate into global culture and become an important pole of global culture, which inevitably faces the problem of mutual flow, collision and proper integration of Chinese and foreign cultures. With the vigorous promotion of the "Belt and Road" strategy (Huang, 2016), the first thing Chinese culture faces is how to go out, including how to go out Chinese tea. Culture is the need for packaging, looking at the domestic tea packaging, obviously there is no small problem, excessive packaging is the most terrible phenomenon, excessive packaging caused by waste and pollution has reached a tragic point, and even the disposal of packaging waste has become a serious social problem (Hinsch, 2015).

It can be said that industrial civilization has indeed created a huge material wealth for human beings, but at the same time we must not ignore that industrial civilization has also brought a huge ecological disaster to the environment on which human beings rely for survival, and can not clearly understand and pay enough attention to this problem, then the little achievements that human beings seem to have made in the future will all be written off. Even need to make even greater efforts to complete the restoration of the ecological environment and submission again, of course, as always wrong, human can only embark on the road of self-destruction, support to the end is only with nature.

LITERATURE REVIEW

Green Design is the development direction of human design, and it is also a major progress in the historical process of human world outlook, values and wisdom. Before discussing how to apply green design to the design of tea packaging, it is necessary for us to make an academic definition of green design, tea packaging design and the selected case -- Lushan Yunwu Tea.

Definition of tea packaging design

Tea packaging design is the packaging design for storing, transporting and protecting tea. Generally speaking, tea packaging design can be divided into three parts: inner packaging, auxiliary packaging and outer packaging, which can also be called three-layer packaging (see Figure 1). Packaging is very important for tea, good packaging can ensure that tea in the storage, transportation, sales, access to the process of no breath, no taste, moisture, not polluted, but also reflect the noble taste of tea and play a role in promoting tea culture, while poor packaging will not only reduce the taste of tea, affect the appearance and taste of tea (Dharmadasa et al., 2019). Will also reduce the style and attributes of tea culture, tea market popular "three tea seven points packaging" is not unreasonable. Inner packaging is close to the packaging of tea, because of the zero distance contact with tea, so the inner packaging should be the amulet of tea, not only the most critical part of protecting tea, but also can not produce any harm or pollution to tea; Auxiliary packaging is to store or fix the middle layer of the inner packaging, our common two small boxes or three small boxes, four small boxes of large packaging boxes belong to auxiliary packaging; The so-called outer packaging is often the large box used to carry bags or transport tea for holding the auxiliary packaging box. Tea, like wine, is often used as a gift when visiting relatives and friends or when presenting gifts, such as wine or tea (Li & Cheng, 2022).



Figure 1: Tea packaging is generally divided into three layers: small pot, large box and carrying bag.

Effective tea packaging design must prioritize the preservation of tea's natural qualities while adhering to eco-friendly standards and minimizing excess packaging. Preserving the green nature of tea entails ensuring that the packaging materials do not contaminate the tea, as even the most stringent cultivation and production processes can be compromised by polluted packaging. Tea is extremely delicate, intolerant of pollution, and sensitive to factors like oxidation and moisture, making it a virtually disposable commodity (Hu, 2020). Once brewed, tea leaves can only be composted, and any loss of natural flavor diminishes its value irreversibly.

To achieve the green nature of tea, packaging materials must be absolutely pure and free from any pollutants. Moreover, the packaging must not harm the external environment, emphasizing its eco-friendly characteristics. Traditional tea packaging methods include kraft paper, plastic bags, and metal boxes. Metal boxes offer durability, insulation, and protection, but they can rust and may have sealing issues.

As design, manufacturing, and material science advance, tea packaging options diversify, including synthetic paper cans, laminated bags, glass jars, porcelain jars, wooden boxes, paper boxes, and nitrogen-filled or vacuum packaging. However, each material has its drawbacks, such as moisture vulnerability, susceptibility to damage, high production costs, or lack of aroma neutrality (Bai & Wong, 2022).

Recognizing that there is no one-size-fits-all solution, the tea packaging design industry should aim to provide diverse and personalized packaging options to meet the varied preferences and needs of consumers. This approach allows for both the preservation of tea's purity and the promotion of eco-conscious packaging practices, aligning with the evolving demands of the market.

Introduction of Lushan Yunwu tea

As the Chinese people know, Lushan Mountain is not only a well-known scenic spot at home and abroad, but also rich in tea, which is also famous at home and abroad. Among them, Lushan Yunwu Tea is the most famous. Lushan Yunwu tea is produced in Mount Lushan of Jiangxi Province, a summer resort with beautiful scenery and endless clouds. Mount Lushan is not only a beautiful natural scenery, but also a famous cultural mountain in China. Since ancient times, it has been the main scenic spot for scholars and writers to stay. Yunwu tea of Lushan Mountain is a famous green tea in the shape of a needle (see Picture 2-2). According to records, Mount Lushan has been growing tea since the Western Jin Dynasty. By the Tang Dynasty, Mount Lushan tea had become famous all over the world. The famous poet Bai Juyi once lived in Xianglu Peak of Mount Lushan. Northern Song poet Huang Tingjian so praise the cloud mist tea: "My Jiangnan pick clouds, falling 霏 falling snow is not as good." "Yun Buom" refers to the clouds and mists on Mount Lushan, which are more white than the snow when crushed. Since the Ming Dynasty, Lushan Yunwu began to be officially produced.



Figure 2: Lushan Cloud Tea

There is another interesting story about Lushan Yunwu tea. According to legend, Sun Wukong lived in the flower and fruit mountain does not produce tea, so Sun Wukong went to the four sides to find tea seeds ready to be transplanted to the flower and fruit Mountain, flew to the south of Jiuzhou to see a green mountain underground, knowing that it may be tea, was ready to go down to see, met a group of passionate birds (Yang & Congzhou, 2019). The amorous bird asked the Monkey King why to come here, the Monkey King explained the origin, the birds said that it is difficult, give them just, so, a group of amorous birds fly down with their mouths to peck down the tea seeds to fly to the flower and fruit mountain. After the sky over Mount Lushan, the birds see Mount Lushan shrouded in clouds and mist, the scenery is beautiful like a fairy-land, the first bird can not help but sing a song, other passionate birds then sing along, the tea seeds have fallen down the mountain, so they planted the cloud tea in Mount Lushan. Of course, this is only a legend, but the legend of Lushan Yunwu Tea and Sun Wukong and amorous birds shows its long history and profound culture, and the praise of Lushan Yunwu tea in the poetry of many historical and cultural celebrities is of no false origin, and these cultural connotations provide rich materials and references for the packaging design of Lushan Yunwu tea (Zhou et al., 2023).

FINDINGS AND DISCUSSION

The present situation of Lushan Yunwu tea packaging design

Although Lushan Yunwu tea is the best green tea, but Lushan Yunwu in the packaging design is rarely bright, Zhejiang Longjing, Yunnan Pu 'er, Fujian Dalong robe, Taiwan frozen top tea and other packaging design has repeatedly come out, this kind of famous tea in the packaging design can be listed as the first camp of the motherland's famous tea, Lushan Yunwu tea, whose fame and tea products are not inferior to the former, has no problem in the packaging design, so that even the academic achievements of exploring the packaging design of Lushan Yunwu tea are rare. Through market investigation, the author found that the current situation of Lushan Yunwu tea packaging design basically presents as excessive packaging that blindly seeks luxury, empty packaging that cuts corners and light packaging that has no cultural spirit.

Excessive packaging causes pollution and waste

With the development of more highly concentrated commerce, the market economy has occupied a dominant position in the economic pattern and trading system of the whole human society. Market economy advocates free economy, equal exchange, fair trade, has its

progressive, but its disadvantage is to promote people's utilitarian heart, the whole society into the interests of the first business world, especially in the commodity market is mixed good and bad, there are a lot of conscientious businessmen, profiteers are the vast majority, and now tea packaging design prevailing excessive packaging wind reflects this feature. What is excessive packaging? A: Packaging that looks better than it really is. The packaging is very luxurious, very bloated, and the tea is very inferior and very ordinary, which is the most typical manifestation of excessive packaging. Why pay attention to the luxury of packaging? Attracting people's attention, excessive increase or expand the added value of tea, so that the drinks that should go to the public price become expensive luxury goods, in the final analysis is to use smoke and mirrors to expand market profits, anyway, the appearance of luxury packaging, give people, treat consumption, unit reception, etc., have face, how can also meet a lot of "sucker" vanity. Streets and alleyways are popular with a lot of very bloated packaging, that is, tea packaging inside and out of many layers, after stripping a layer of packaging, there may be only a small amount of tea, not to mention luxury, not to say noble, not only tea inferior, even packaging materials are also very inferior, For example, in the box padding thick foam layer, sponge layer, plastic layer is the current domestic gift packaging is extremely widespread phenomenon (Bai & Wong, 2022). These synthetic chemical liners not only make the goods become grandiose and inferior or flashy, the most terrible result is a great pollution to the environment, but also caused a great waste of social production resources, these non-degradable chemical synthetic materials are also one of the culprits of ecological destruction. Under such a background, Lushan Yunwu tea is also not exempt from custom.

Empty packaging causes commercial fraud

Empty packaging is slightly different from excessive packaging. It presents two situations. First, it belongs to the variation of excessive packaging, the appearance is very big and the content is very little, that is, the packaging is big and the tea is very little. Second, the weight of tea is insufficient, and the weight marked on the package is even less but a lot, this situation may not be excessive packaging, that is, plain packaging may also appear gram gold less two phenomena. No matter which case, empty packaging has constituted a commercial fraud, is a naked violation of consumer rights. However, the practice of using machine-made tea or using ordinary leaves to pass off as handmade Lushan Yunwu tea is no longer a moral issue and may have violated the Consumer Rights Law. In a conversation with Master Ye, a tea merchant in Lushan, Master Ye told me: "Authentic Lushan Yunwu tea has to be made

from the top of a mountain above 800 meters, where the clouds are the strongest and the tea is the purest. Lushan Yunwu tea has spring tea, summer tea and autumn tea, the best quality is before the Ming Dynasty Yunwu tea, of course, before the rain is also good, summer and autumn tea are inferior, with astringent taste and yellow tea soup, but ordinary consumers are difficult to distinguish. The worst thing is that farmers from other places will sell Lushan Yunwu tea with tea leaves or leaves from other places, usually painted in Snow White. To put it bluntly, they are using the fame of famous tea to raise their price and make more money." Hearing the words made people SOB. Although it is an important representative of Chinese culture, it is an indisputable fact that the proportion of China's tea exports in the total export scale of the country has declined year after year.

Light packaging causes cultural loss

The so-called light packaging can also be called insufficient packaging, shallow packaging, obviously means that the packaging design is too simple, even almost simple, and the form is too ordinary so that there is no feature at all, let people think that it is the mass goods, road goods, ordinary goods. What is said here is "think is the public goods, road goods, ordinary goods", in other words, the packaging of simple products may not be really bad goods, especially in ancient times, the situation may be completely the opposite. Ancient tea shops limited to the backward material technology, straw paper is the most common packaging of tea, pay attention to a little mulberry paper or bamboo rice paper, in fact, spongy sugar, candy, coarse salt, baking soda, medicinal materials, food, gravy meat and other daily necessities are like tea, all popular paper packaging. Ordinary buyers will paper a package of goods in the pocket to take away, a bit more sophisticated buyers will ask businesses to tie a cross bag with fine twine, to the fingers on the hook, carry away. Due to the common, so common, so it appears to lack of characteristics, but the author did not look down on the ancient packaging culture, on the contrary, ancient papyrus, mulberry paper, bamboo paper including kraft paper materials natural, pure manual processing, but is the real green raw materials, ecological design, just in the highly developed materials science today, and then use papyrus packaging, Let alone as a gift, it is their own consumption will also produce the psychological suggestion of inferior goods. But the light packaging also has an advantage, that is, the price is generally very close to the people, if the quality of the goods is really superior, then the price is the highest, for the savvy consumer is definitely earned. Some Lushan Yunwu teatime-honored tea shops will maintain the ancient simple packaging form, emitting a strong sense of nostalgia.

Although light packaging also has its advantages, but after all, in the packaging of a variety of today, it is still poor, especially for consumers who belong to the "appearance association", all value surface articles, first impressions and even superficial visual experience. At this time, the light packaging is obviously no advantage. The first element of cheap packaging is poor, poor appearance, this is a modern consumer psychology.



Figure 3: The most common and lack of design sense of Lushan Yunwu tea large box

Fortunately, modern material science and technology developed, a variety of endless design of raw materials laid the foundation for the diversified development of packaging design, a humble packaging design even if the ancient unheard of things, may also affect today's sales, wine is also afraid of alley deep, tea is also good packaging, people rely on clothing, horse saddle, this is today's market, Is also an iron law of the business world. Although we are against excessive packaging, light packaging will affect the promotion of a brand and the spread of culture. In the Lushan Yunwu tea market, the kind of tin foil coat a tin box packaging is the most common packaging, the tin box even a box cover moisture proof cotton are saved, a big box of tea can not be finished, drink for a long time on the tide, the key is the design of the surface pattern of the box is very rough, simple, almost no cultural flavor at all, this kind of packaging is completely a chicken fin packaging design. From the picture on the left of figure 3, it can be seen that the packaging is a large box of tin tea, the tin cover is not even moisture-proof cotton, such an iron box is not only easy to deform, but the airtight

performance of the tea cover is poor, the tea bag inside is almost directly exposed to the air once opened, the key is a large bag of tea, cannot be drunk in the short term, the time is a little longer (Hui, 2012).

The tea is basically oxidized, no tea fragrance at all. In the picture, "Lushan cloud" four characters are very prominent, the bottom is the image of the mountain, there is a circular trademark in the upper left corner, from the design of the composition is not much characteristic, there is no aesthetic enjoyment, this kind of road goods packaging decoration design ask, can not be used in what kind of tea? Anji white tea, Yixing white tea, Fujian black tea, Qimen black tea, Yunnan Pu 'er tea, high mountain mist tea, which can not? This kind of no characteristics, no creativity, full plagiarism and theft of packaging design popular, people are commonplace, the market calmly accepted, the competent department turned a blind eye, but this kind of packaging has greatly reduced the quality of the product, grade and value. Many of China's material cultural heritage, intangible cultural heritage and traditional handmade products have been thrown into the dust due to the shoddy packaging design. The reason why Lushan Yunwu Tea has not gained the respect and popularity it deserves is not unrelated to the lackluster packaging design.

The ways to effectively design tea products.

Effective protection of tea products

In fact, the primary function of all packaging design is to protect the packaged goods, or to protect the goods from scratching the surface, or to protect the goods from gas, no flavor, or to protect the goods from light, moisture, pollution, or to ensure that the goods do not pollute the environment, etc., this protection function is almost the only important practical function of the packaging design, and then to consider the aesthetic needs. China's most daily use of packaging materials is plastic, and is the traditional chemical production of polyester plastics, to put it simply is the usual see plastic bags, plastic bags as tea packaging is actually very wrong, especially plastic substances and green tea is easy to chemical reaction, so that the taste of tea is lost at the same time pollution tea. Now often use composite film bags for inner packaging, but composite film bags do not avoid light, breathable, for a long time, tea will be mildew and easy to produce odor. Green tea, white tea, black tea also often use metal cans as the inner packaging, in addition to poor sealing, easy to make the tea stained with metal odor, especially when the metal inner layer is coated with moisture-proof materials, substandard moisture-proof materials for a long time will also pollute the tea. The serious failure of the

inner packaging of tea was once a major problem for the world tea industry and was once an important aspect of the world's material science.

Enhance the cultural connotation.

After the packaging design of the commodity achieves effective protection of tea products, it is necessary to consider the cultural performance, such as good packaging structure, packaging decoration color combination, pattern design, selection of packaging materials, visual communication design of the outer packaging, information transmission design of the outer packaging, etc., can form physical and mental hints or express expressions for people (Hu et al., 2019; Hui, 2012). The first information and first impression conveyed by excellent packaging design should be able to accurately reflect the cultural connotation of the product, which is also the core principle of green packaging design. What is the green packaging design? Not only to reflect the shape of the product, but also reflect the meaning of the product, the combination of form and meaning is culture, is the spiritual connotation of the product, can accurately reflect the cultural connotation of the product packaging design will not mislead consumers, harm consumers, this is also a green, spiritual green. Some scholars put forward the theory of "ecological art market", the so-called ecological art market is the trinity of "art -- society -- nature", balanced and coordinated art market, in which "art" is the core form of cultural connotation, specifically referring to packaging design and design creativity. In turn, art dominates the development of society and nature, because art is a philosophy at the spiritual level, which highlights human's desire and pursuit for physical and mental beauty. Beautiful people are due to their beautiful mind, ugly people are due to their ugly soul, so only the art, society, nature balanced care, equal treatment, coordinated development of the ecological view can create a more green, healthy world and human .

Green packaging design should be able to enhance the cultural connotation, tell the story of the product well, provide services for the story of the product and do endorsement. A party of soil and water nurture a party of people, a party of soil and water also nurture a party of tea and tea story, in the packaging design of tea, the most need to tell, the best to tell is regional culture, ethnic culture, national culture, Such as the broad and deep northwest, the fresh and elegant Jiangnan, the bold and bold northeast, the lofty mountain gas in the southwest, and the sea customs in the southeast are the typical cultural characteristics and internal temperament of local customs and people, then the tea packaging design around has already had a natural tone and elements. Of course, the packaging design of tea also needs to talk

about fashion culture, fashion culture is the development type of early culture and traditional culture, only fashion can give people forever stimulation and freshness, the creation and pursuit of fashion is also the source of human culture constantly moving forward.

Reflect the spirit of environmental protection.

The third design principle of green packaging is to reflect the spirit of environmental protection, environmental protection spirit needs to be concerned from the three aspects of the nature of packaging materials, no pollution, degradability, of course. The last process of tea entering the market is packaging, packing, standard packaging needs to be completed in a sterile environment, and the traditional workshop cannot build a sterile laboratory, so how to engage in the problem of sterilization?

Green packaging design has particularly high requirements on raw materials, which requires the use of natural raw materials as far as possible and mainly combined with physical methods for the production of packaging materials, such as stone products, log products, ramie cotton products, vine woven goods, bamboo ware, etc (Lee & Liao, 2009; Li, 2021). Ningbo has made a beneficial discussion and attempt on the packaging design of local tea. They introduced the Ningbo bamboo culture and bamboo weaving materials into the tea packaging design and achieved gratifying success. In addition, some natural raw materials combined with chemical methods of packaging materials are also excellent, such as clay fired porcelain, pottery, such as silicate refined glass and so on. Pollution-free of course means that the packaging materials will not emit toxic waste gas, will not become toxic substances after the old, will not cause any damage and harm to the human body and the natural environment, nor can they contain radioactive elements, such as handmade paper in ancient China, silk cotton cloth, etc., which is such a material, hemp paper and Pu 'er tea need to be ventilated characteristics fit. The recyclability and recycling of materials are also important aspects of the environmental protection spirit, that is, the concept of green design. The multi-functional design direction that is more popular in the world today is the product of this concept in practice (Ji, 2013).

Although the design of multi-functional and multi-purpose tea packaging is a relatively new thinking and cognition, multi-functional and multi-purpose tea packaging highlights the needs of the international tea market competition, and also becomes the best implementation and utilization of recyclable and recycling design thinking in practice, which requires that the tea packaging design must leave the tea and still have its reusable space. That is, tea cans can

also be used as piggy banks, sewing boxes, pen holders, etc., after drinking tea, tea boxes, bags, packaging boxes can also be used as travel items portable packaging, such as towels, handkerchief, socks, toiletries, etc., both convenient and clean (Gao & Astillero, 2022).

Selection of recyclable packaging materials

The use of recyclable packaging materials is a key link in reducing pollution in packaging design. Generally speaking, directly derived from the natural raw materials such as bamboo, wood, stone, grass, clay, obviously will not produce irreversible pollution to the environment, if in the shape and structure of the solid enough, ingenious, flexible, these packaging can be used repeatedly. As we all know, Wuliangye, Moutai bottle bottle mouth more than a special device, that is, the wine can be poured out, but can not be poured back, this is to put an end to illegal businessmen will bottle after the recycling of counterfeit wine sales of technical improvement, has its rationality, but we should also be soberly aware that this is not a recyclable, reusable ideas, Especially the liquor bottle has no place to recycle, which adds to the seriousness of the liquor bottle pollution. Fortunately, after the glass is broken, reprocessing, resynthesis, redefining is not a technical problem, but after all, glass reprocessing will consume a lot of energy, especially the residue and waste formed by reproduction and reprocessing will also pollute the environment, so a processing, a shape can be reused from the perspective of protecting the environment and energy is still the fundamental manufacturing concept (Ji, 2013).

Far more convenient than the bottle recycling place is that the tea is solid, in order to facilitate access, so the inner packaging opening are larger, which gives the reuse of tea packaging, reuse created conditions, as long as the packaging is solid enough, tea packaging can be reused and there is no so-called reprocessing problems. Recyclable packaging materials generally include hard paper, plastic, glass, metal, bamboo, wood, cloth, ceramics, porcelain, stone, etc, of course, some precious natural materials are basically non-renewable resources, such as gold and silver and other rare metals, jade and other rare stones, the growth cycle is too long rare trees, etc. The materials community is still forging ahead without hesitation, and it is heard that the development of photolysis plastics has made a major breakthrough, that is, after tearing off the protective layer, the plastic automatically degrades when it sees light.

CONCLUSION

Green design is a design trend that has gradually flourished and become popular in the past decade or so. The origin of this trend is that the rapid development of modern industrial revolution has brought immeasurable damage and loss to the natural environment, ecological species and human health. Desertification, greenhouse effect, water pollution and air pollution have begun to strongly retaliate against human beings. For example, the haze weather is becoming more and more serious, and the diseases of human respiratory system are becoming more and more complicated. Therefore, green design is a design concept that protects the environment, restores ecology and adjusts the relationship between human and nature. It is undoubtedly the inevitable development direction of human design (Su et al., 2019).

Green design like a wave swept all the design fields, architectural design, clothing design, environmental design, visual communication design, advertising design, industrial design, aerospace design, water transportation design, oil mining design and so on are thinking about the transformation to green design, including packaging design. Tea packaging design has always been valued, especially in China, tea is the most common Chinese people, the absolute dominant position of the drink, of course, with the criss cross of world trade, tea in Europe and the United States, Africa, Oceania began to be generally welcomed, so tea brand strategy and packaging design strategy in the international trade status is also getting higher and higher, the same want to expand tea exports, Brand design and fashion packaging design in foreign markets may be more attention, especially in the packaging design into the elements of fashion culture is particularly important (Chen et al., 2011), and as a representative of Chinese culture, Chinese etiquette, tea packaging design is not only about a commodity or drink, but about the image of Chinese culture, Chinese etiquette spirit of the big event, It is a typical case of China's export strategy.

Lushan Yunwu Tea is the best green tea in China. The general public may even think that Lushan Yunwu tea is an unknown, lack of characteristics of the small tea species, which shows that Lushan Yunwu poor reputation needs to be improved, publicity needs to be strengthened, of course, the first need to increase the intensity and creativity of Lushan Yunwu tea brand construction. Specifically, excessive packaging design, empty packaging design, light packaging design are the three most serious problems in the packaging design of Lushan Yunwu tea, especially the lack of cultural connotation, artistic aesthetic temperament

of the depth of excavation and careful planning. Lushan Mountain area is China's revolutionary old area, but also the important town of Chinese culture, especially in the history of many religious temples, cultural celebrities and the relationship between Lushan Mountain is a long history (Arhin et al., 2022; Mangla et al., 2022).

Cultural connotation, artistic aesthetic is also one of the important requirements of green design, that is, reduce the visual pollution, reduce the damage to the spirit, reduce the destruction of human cultural ecology. Lushan Yunwu Tea not only has extremely high natural quality, but also rich cultural connotation of its background reserve. The legends of Sun Wukong and amorous bird mentioned above can be continuously excavated and extended to produce more and fresh stories and contents. These excavations, extensions, re-interpretations and re-creation are the only texts and materials of this family, the tea of all China. Can have a profound internal relationship with Sun Wukong, I am afraid that Lushan Yunwu tea is the only one. Therefore, the packaging design of Lushan Yunwu tea should be better and should be a leader in China's tea industry. Looking up, we can see that the backwardness is only temporary. The packaging design of Lushan Yunwu tea, which has grown up in adversity, and experienced ups and downs in the course of history, will certainly become an important media and business card for the promotion of Lushan culture, Jiangxi culture and Chinese culture. The packaging design should be able to accurately convey the cultural connotation and spread the spiritual value, which is also an important aspect of green design that cannot be ignored and neglected, and the Lushan Yunwu tea packaging design industry should be aware of this important principle and value.

On the issue of Lushan Yunwu tea packaging design, it is necessary to take into account the environmental protection spirit in green design, recycling and reuse problems, but also to take into account the reality of modern material research and development and production, because the research and development and manufacturing of materials is a gradual work, it is impossible to pick up. Also should think about Lushan culture, tea culture and Chinese traditional culture instructions, integration, complementary effect, integration of cultural connotation of packaging design and brand design is a vitality and sustainable development of packaging and brand (Khaokhrueamuang & Chueamchaitrakun, 2019). Of course, blindly considering green design and environmental awareness does not conform to the law of Lushan Yunwu tea production and development, nor does it conform to the realistic conditions that Lushan Yunwu tea market needs to be gradually improved and slowly prosperous, because if the cost of green design and environmental protection is too high, it

exceeds the possible income of tea merchants and tea farmers, then the enthusiasm of industrialization of tea merchants and tea farmers will be hurt and destroyed. At present, the investment in green design and environmental protection is led by the government, invested by large consortia and shared by social public management, I am afraid it is more scientific and reasonable, because the planting and production of Lushan Yunwu tea are too dispersed, and no enterprise entity has the strength to complete the upgrading of an industry (Kumar et al., 2005; Qian & Xing, 2016).

Finally, from the current situation of Lushan Yunwu tea planting and production, I am afraid it is still too early to build a joint production and regional cooperative brand strategy, because it involves the ownership and management rights of tea gardens and tea fields. Many tea farmers rely on planting, making and selling tea for a living. If they are asked to hand over their tea gardens or tea fields, they will be deprived of the source of wealth or survival. Some tea gardens and tea fields have already been contracted out, involving third party commercial contracts, and it is difficult to make unified arrangements. And some tea gardens and tea fields are not well located and have low output, so it is difficult to form a consistent opinion on the profit sharing after unified operation and packaging with high-quality tea gardens and tea fields.

Despite the difficulties, the trend of green design and ecological and industrial development is unstoppable. The development of the industrialization of packaging design of Lushan Yunwu tea requires not only the unity of social understanding, but also the cooperative management and promotion of regional industry associations. Of course, the government's supportive policies and assistance measures are in place accurately, which is still the first step of reform. Lushan Yunwu tea regional big brand, industrial big packaging industry prosperity may produce a good start. Before this, universities, scientific research institutions, academic research systems, social research organizations, and government policy departments should do a systematic and comprehensive survey of the natural ecology and cultural ecology of Lushan Yunwu tea, carefully count and analyze realistic data, and do some theoretical research and analysis in depth. Some pilot areas can also be selected to do some preliminary attempts and calculations. In short, sharpening the knife should not be mistaken for cutting the wood. On the contrary, the writing and revision of the white paper and blue book of the industrial development of Lushan Yunwu tea packaging design, the punishment, restraint and standardization of various packaging design illegal acts in the Lushan Yunwu tea market, and the formulation of the unified industry standard for the packaging design of Lushan Yunwu

tea regional market can basically be planned and promoted. The implementation, implementation and execution of these work at this stage is just the right time.

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