



**包裝改變一切：與RBHK共同開啟品牌形象新篇章！**  
**Elevate Your Brand Image Through Packaging**

隨著外賣與即食文化成為現代生活的一部分，食品包裝的角色也悄然轉變。它不再只是盛載食物的工具，而是**品牌與顧客之間的第一接觸點**。從視覺設計、材質選擇到功能上，每一個細節都在滲透講述品牌故事。消費者不僅注重食物的味道與品質，更追求用餐體驗與儀式感。環保意識的提升亦推動市場對可持續包裝的需求，品牌需在美觀、實用與環保之間取得平衡。可降解材質、創新封口與品牌化包裝，以及具成本效益的方案，正成為業界焦點。

As takeaway and ready-to-eat culture continues to shape modern dining, food packaging is undergoing a rapid transformation. No longer just a vessel for transport, packaging has become the **first touchpoint between your brand and your customer**. It plays a vital role in conveying brand values, enhancing the dining experience, and influencing purchasing decisions. From visual design and material selection to functional innovation, every detail contributes to how your brand is perceived. Biodegradable materials, reusable formats, and smart sealing technologies are now at the forefront of packaging innovation—reshaping expectations across the industry.



與行業領袖一同體驗創新  
與環保的包裝方案

**Join Leaders to Explore  
Sustainable Innovations**

RBHK 2025 將**雲集多個食品包裝品牌，展示產品特色與創新設計，引領包裝潮流趨勢。透過現場與展商面對面交流，更可了解物料技術與價格方案**，為業務尋找最合適的供應商。

RBHK 2025 brings together **leading food packaging brands, showcasing solutions for takeaway, ready-to-eat, eco-friendly, and smart packaging**. Meet our top suppliers to compare design and pricing options that fit for your business.

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