

ABSTARCT

Geoffmax is a company engaged in the sale of footwear, apparel, and accessories products, the company geoffmax has its own product marketing target among young people. Currently, the company geoffmax requires packaging or packaging that can be used to wrap the hat products that are produced. companies Geoffmax need packaging (packaging) cap product due to product unusual hat hat shape changes and some damage to the cap while has been up to the consumer, this can reduce the cap on the company's product sales. In cases like this, the researchers carried out a carry packaging design simple for hat products, namely practical, easy to, reusable, protecting the hat from shocks and excessive friction with other objects. In designing the packaging of cap products, the theory of packaging is used, the criteria for packaging form, packaging design factors, colors, and images. As well as the use of techniques scamper, and the packing structure in doing the design of the packaging (packaging), so that the design of the packaging (packaging) products cap companies geoffmax can run optimally.

Keywords: *Geoffmax, Cap Packaging, Scamper, Packaging Theory and Packagng Struktur.*