PACKAGING AND LABELING

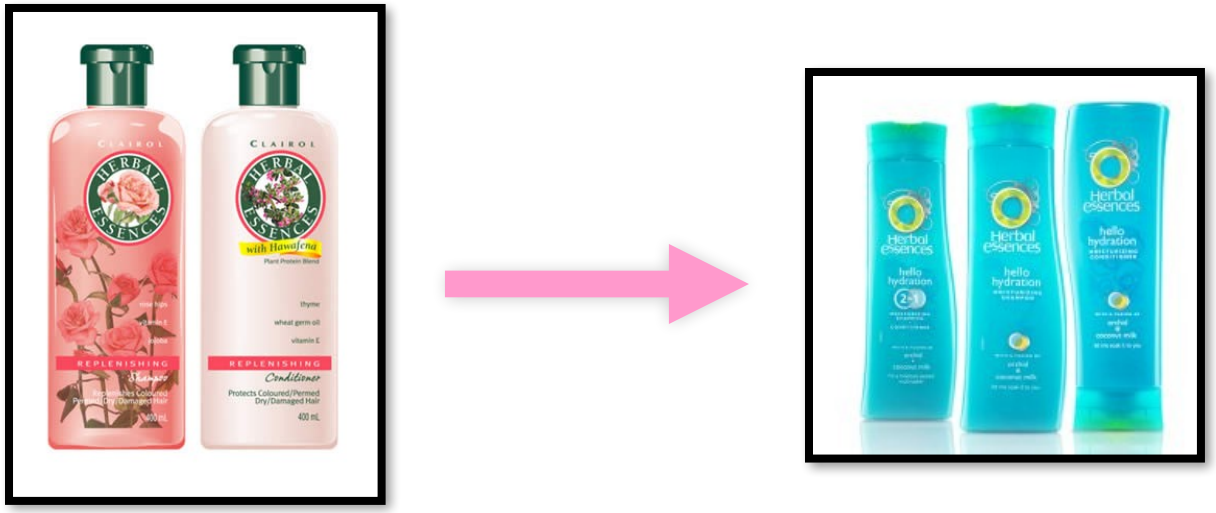
PACKAGING

The package = physical container or wrapping for a product

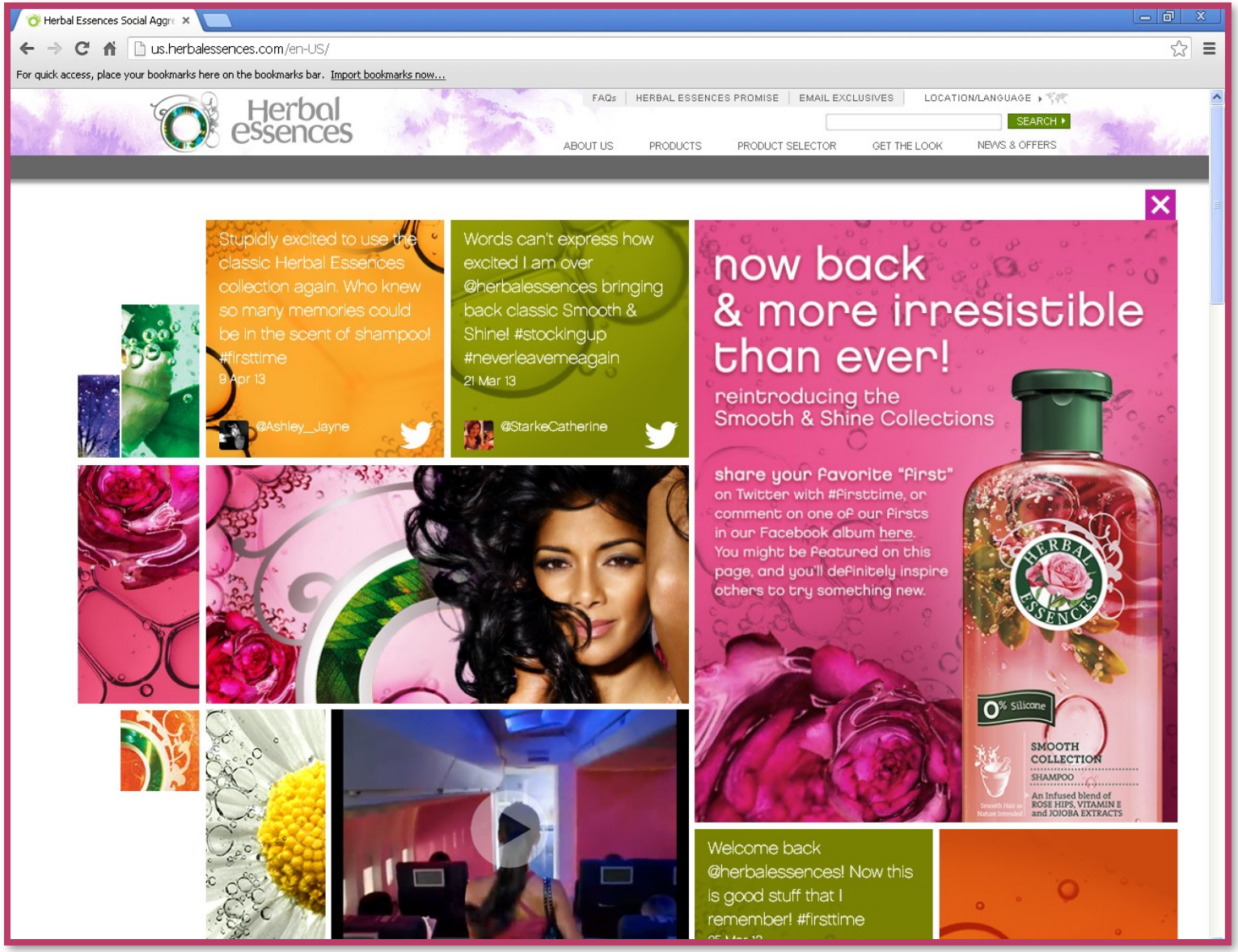
It is an integral part of product planning and promotion

- 10% of the retail price is spent on developing, designing, and producing just the package

Companies sometimes change packaging to update their image and reach a new market



GOING BACK TO THE ORIGINAL



FUNCTIONS OF PACKAGING

1. Promoting and Selling the Product
2. Defining Product Identity
3. Providing Information
4. Expressing Customer Needs
5. Ensure Safe Use
6. Protecting the Product

The Keys to Product Packaging

1. PROMOTING AND SELLING THE PRODUCT

Attractive, colorful, and visually appealing packages have promotional value

A well designed package is a powerful selling device because it helps the product stand out from its competitors

1. PROMOTING AND SELLING THE PRODUCT

Mixed Bundling – packaging different products or services together

- Usually the bundle price is cheaper than buying them individually

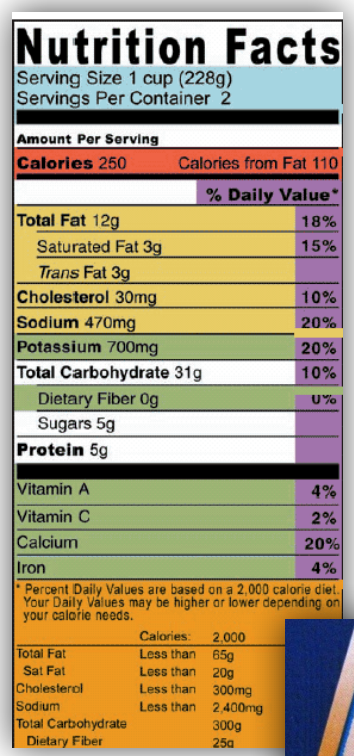
Price Bundling – two or more similar products are placed on sale for one package price

2. DEFINING PRODUCT IDENTITY

Packaging is sometimes used to promote an image such as prestige, convenience, or status

Can be a crucial part of the marketing strategy, particularly in advertising

3. PROVIDING INFORMATION



Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving	
Calories 250	Calories from Fat 110
	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Potassium 700mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000
Total Fat	Less than	65g
Sat Fat	Less than	20g
Cholesterol	Less than	300mg
Sodium	Less than	2,400mg
Total Carbohydrate		300g
Dietary Fiber		25g

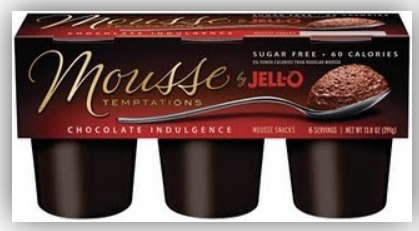
- Gives customer useful information on:
  - directions for using the product
  - its contents
  - product guarantees
  - nutritional value
  - potential hazards

4. EXPRESSING CUSTOMER NEEDS

When designing packages, companies analyze customer lifestyles and create packaging that meets their needs for size and convenience

Packages often come in various sizes

- Family size
- Single serving



5. ENSURE SAFE USE

Proper packaging helps to eliminate potential injuries or misuse of a product

- Formerly glass containers are now plastic
- Childproof caps
- Tamper resistant packages
  - Blisterpacks – packages with preformed plastic molds surrounding individual items arranged on a backing

6. PROTECTING THE PRODUCT

- Must protect during shipping, storage, and display
- Prevent or discourage from tampering
- Prevent shoplifting
- Protect against breakage and spoilage

AIR TO SPARE

- Do you ever get frustrated when you buy something and the package if filled with more air than product?

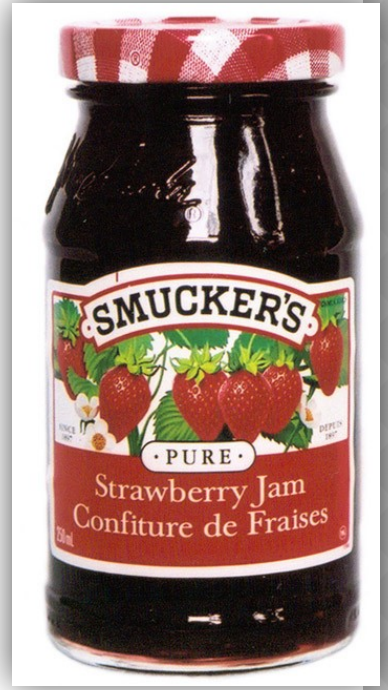
Air To Spare

PACKAGING TRENDS

Aseptic Packaging -technology that keeps foods fresh without refrigeration for extended periods

Usually used to package food products

- canning
- bottling



PACKAGING TRENDS

Environmental Packaging
- recycled material, less plastic, and safer for the environment

Sun Chips Ditching New Bag

PACKAGING TRENDS

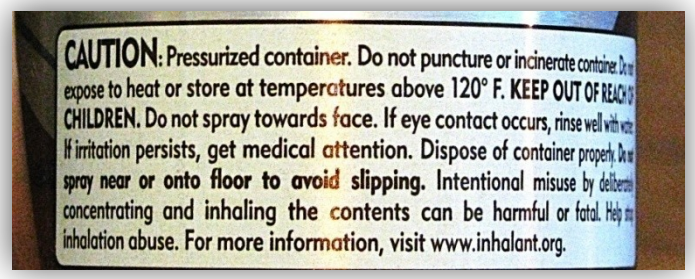
Cause Packaging – promote social and political causes

- May be totally unrelated to the product

LABELING

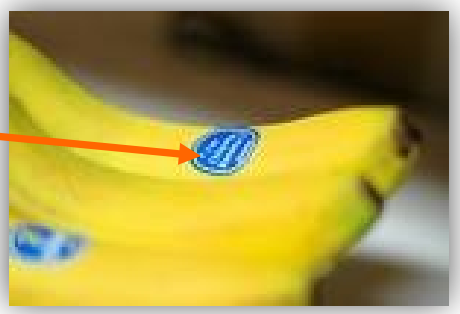
Label – an identification tag, wrapper, seal, or imprinted message that is attached to a product or its package

- Main function is to inform customers about a product's contents and give directions for use
- Protects businesses from legal liability if someone if injured while using the product



THREE KINDS OF LABELS

1. Brand Label – gives brand name and trademark or logo



2. Descriptive Label – give information about product use, construction, care, performance, and other features

3. Grade Label – states the quality of a product

DOES IT REALLY MEAN IT'S HEALTHY?

Food Label Fight