





Packaging and Labeling

TUESDAY OCTOBER 20th




Packaging

- ▶ The physical container for a product.
- ▶ Represents the size, shape and appearance of the product at the time of sale.
- ▶ _____ of a products retail price is attributed to its packaging.
- ▶ Packaging has multiple purposes aside from protecting the product inside.




Functions of Packaging


- ▶ **1. Selling the product**
 - ▶ **Mixed bundling** – packages multiple different goods or services together.
 - ▶ Vacation packages – air, hotel, car rental
 - ▶ **Price bundling** – packages multiple similar goods or services together.



- ▶ **2. Communicating product identity**
 - ▶ Promotion of image through design, colour, words, and labels.
 - ▶ Colour is a main design feature:
 - ▶ Red =
 - ▶ Yellow =
 - ▶ Blue =
 - ▶ White =
 - ▶ Black =



- ▶ **3. Providing information**
 - ▶ Directions, instructions, assembly, hazards, warnings.
- ▶ **4. Meeting customer needs**
 - ▶ Analyze customer needs.
- ▶ **5. Protecting consumers**
 - ▶



- ▶ **6. Protecting the product**
 - ▶ Shipping, storage, display.
 - ▶ *Blisterpacks* –
 - ▶ *Packing peanuts* –
- ▶ **7. Theft reduction**
 - ▶ Larger, durable, lock and key.

Labeling

- ▶ Information that is imprinted on a wrapper, seal, container, package.
 - ▶ Message informs consumer about contents and communicates:
 - ▶ Instructions
 - ▶ Ingredients
 - ▶ Directions for use
 - ▶ Assembly

Types of Labels

- ▶ **Brand labels**
 - ▶ Identifies brand name, trademark, logo.
- ▶ **Descriptive labels**
 - ▶ Information about product use, care, performance, storage.
- ▶ **Grade label**
 - ▶ Quality of the product.
 - ▶ Eggs (Grade A, AA, B)
 - ▶ Meat (Prime, Choice, Select)

Labeling Laws

- ▶ Prevents misleading information, incomplete and deceptive packaging labels.
- ▶ International companies must consider international labeling laws.
- ▶ **FDA – Food and Drug Administration**
 - ▶ Requires that labels provide nutritional information and ingredients.
 - ▶ Health warnings (alcohol, cigarettes)



► **The Federal Trade Commission**

- Care labelling rule (1972) – all clothing items and textiles must have care instructions for

- In 1992 guidelines were established that governed products made from recyclable material or eco-friendly.
 - If from recycled material, proof must be present.

 - Recyclable can only be used if product or package could be reused as raw materials.
 - Ozone safe/friendly only used if product does not contain any ozone depleting chemicals.
 - Degradable, biodegradable and photodegradable can only be used if product will decompose into elements found in nature within a short time.
