

PACKAGING AND LABELING

Packaging and Labelling

Packaging is the enclosing of a physical object, typically a product that will be offered for sale. Labeling refers to any written or graphic communications on the packaging or on a separate label.

The purpose of packaging and labels

Packaging and labelling have five objectives:

Physical protection of the object - The objects enclosed in the package can be protected from damage caused by physical force, rain, heat, sunlight, cold, pressure, airborne contamination, and automated handling devices.

Agglomeration - Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Alternatively, bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households.

Information transmission - Information on how to use, transport, or dispose of the product is often contained on the package or label. An example is pharmaceutical products, where some types of information are required by governments.

Marketing - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package design has been an important and constantly evolving phenomenon for dozens of years.

Reducing theft - Some packages are made larger than they need to be so as to make theft more difficult. An example is software packages that typically contain only a single disc even though they are large enough to contain dozens of discs

Packaging types

The above materials are fashioned into different types of packages and containers such as:

- Boxes
- Pallets
- Bags
- Bottles
- Cans
- Cartons
- Aseptic packages
- Wrappers
- Blister packs
- Bales

Packaging as a potent marketing tool

- **SELF-SERVICE**

Helps in self-service buying these days. Packaging helps identifying product

- **CONSUMER AFFLUENCE**

Consumers today are prepared to pay for little extra where they get their purchase decision made easy from

packaging and labeling

- **COMPANY AND BRAND IMAGE**

Packaging enable us to establish brands and image of the product.

- **INNOVATIVE OPPORTUNITY**

Brings innovative ideas in presenting the product

Packaging types

- PRIMARY PACKAGING
- SECONDARY PACKAGING
- TRANSPORT PACKAGING
- DECORATIVE PACKAGING

Mandatory Labelling

Mandatory labeling is the requirement of consumer products to state their ingredients or components.

Moral purchasing and avoidance of health problems like allergies are two things which are enabled by labeling. It is mandated in most developed nations, and increasingly in developing nations, especially for food products

With regard to food and drugs, mandatory labeling has been a major battleground between consumer advocates and corporations since the late 19th century.

Because of past scandals involving deceptive labelling, countries like the United States and Canada require most processed foods to have a Nutrition Facts table on the label, and the table's formatting and content must conform to strict guidelines. The European Union equivalent is the slightly different Nutrition Information table, which may also be supplemented with standardized icons indicating the presence of allergens.

In China, all clothing is labeled with the factory of origin, including telephone and fax numbers, although this information is not available to buyers outside China, who see only a generic Made In China tag. The genetic modification of food has led to one of the most persistent and divisive debates about the mandatory labeling. Advocates of such labeling claim that the consumer should make the choice whether to expose them to any possible health risk from consuming such foods. Detractors point to well-controlled studies that conclude genetically modified food is safe, and point out that for many commodity products, the identity of the grower and the custody chain are not known.