

# 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

Herbal Essences Social Agg

us.herbalessences.com/en-US/

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ABOUT US PRODUCTS PRODUCT SELECTOR GET THE LOOK NEWS & OFFERS

Stupidly excited to use the classic Herbal Essences collection again. Who knew so many memories could be in the scent of shampoo! #firsttime 6 Apr 13 @Ashley\_Jayne

Words can't express how excited I am over @herbalessences bringing back classic Smooth & Shine! #stockingup #neverleaveagain 21 Mar 13 @ClarkeCatherine

**now back & more irresistible than ever!**

reintroducing the Smooth & Shine Collections

share your favorite "first" on Twitter with #firsttime, or comment on one of our firsts in our Facebook album here. You might be featured on this page, and you'll definitely inspire others to try something new.

WELCOME BACK @herbalessences! Now this is good stuff that I remember! #firsttime 25 Mar 13

HERBAL ESSENCES

0% sulfates

SMOOTH COLLECTION SHAMPOO

An infused blend of ROSE HIPS, VITAMIN E and JOJOBA EXTRACTS

# 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



# 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 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

## 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

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



# 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 is 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





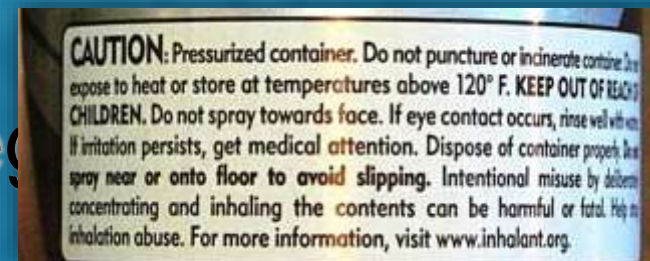
# labeling

**Label** – an identification tag, wrapper, seal, or imprinted message that is attached to 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 is injured while using the product



Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
<b>Calories</b> 260	Calories from Fat 120
% Daily Value*	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 5g	<b>25%</b>
Trans Fat 2g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 660mg	<b>28%</b>
<b>Total Carbohydrate</b> 31g	<b>10%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
Protein 5g	
4%	Vit-



**CAUTION:** Pressurized container. Do not puncture or incinerate container. Do not expose to heat or store at temperatures above 120° F. **KEEP OUT OF REACH OF CHILDREN.** Do not spray towards face. If eye contact occurs, rinse well with water. If irritation persists, get medical attention. Dispose of container properly. Do not spray near or onto floor to avoid slipping. Intentional misuse by deliberately concentrating and inhaling the contents can be harmful or fatal. Help to prevent inhalation abuse. For more information, visit [www.inhalant.org](http://www.inhalant.org).



# 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 product

# Does it really mean it's healthy?



Food Label Fight