The fundamental criterion for packaging is to pack for the toughest leg, or event, in the journey. Also pack in the knowledge that handling equipment, techniques and persons will range from highly professional to the completely unskilled.

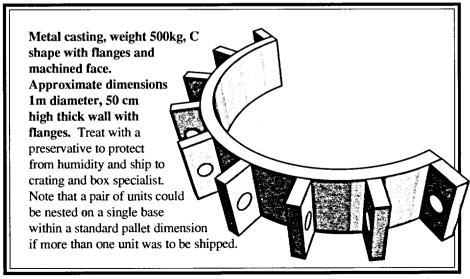
CHECKLIST FOR EXPORT PACKAGING

Preparatory

- ✓ Has a decision been made as to the export mode? (road, rail, air, marine.)
- ✓ If not being shipped directly via a specific mode, has a decision been made as to the carrier (postal service, courier, air freight forwarder.)
- ✓ Are the likely conditions of carriage throughout the transportation route known? (temperature, humidity, shock, pilferage.)
- ✓ Are goods to be shipped direct to the consumer, or will a distributor or warehousing facility be involved?

Package Design

- ✓ Does the product need crating?
- ✓ Can a standard cardboard carton be used?
- ✓ Are special coatings or treatments needed?
- ✓ Will the carton be stacked, and if so to what height?
- ✓ Is internal cushioning needed in the package?
- ✓ Can advantages be taken of modal differences to reduce the package specification?



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