

It is the latter type of container and its selection with which this booklet is primarily concerned. However, for certain items, the shipping carton may be both primary and secondary container eg: a carton for a ceramic vase, or a TV set.

A package thus has many functions, some of which may not be entirely compatible with each other.

What does a package do?

| | |
|-----------|---|
| It Must | ➔ contain |
| | ➔ protect |
| | ➔ preserve |
| | ➔ aid distribution |
| It Should | ➔ communicate and create a positive image |
| It May | ➔ measure or dispense product |

Remember all the skill and quality built into your product during development and production will be wasted, unless care is taken to see that it reaches the customer in perfect condition. Packaging is the means used to protect and contain goods and is essentially any system that will ensure the protection of a product during distribution to the consumer, at minimum overall cost.

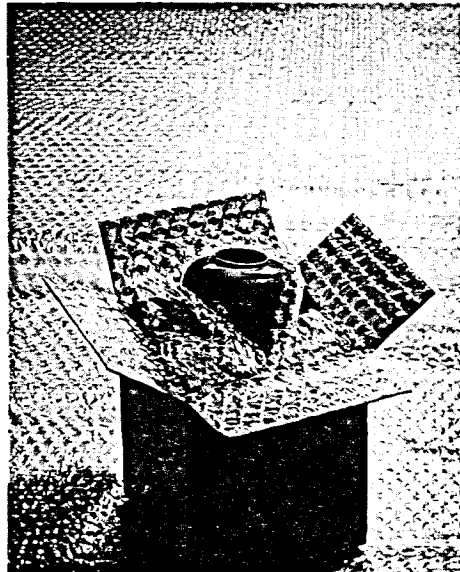


Photo courtesy of Poly-Air

Vase in bubble wrap box