

# CHAPTER 3 - PACKAGING AND PACKING MATERIALS

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## INTRODUCTION

There are many terms and phrases involved in packaging of products and their shipment. The basic terms that will be employed are as follows:

**Packaging:** The process of ensuring that your product can be safely shipped to its destination. This includes carton selection, packing materials and their choice relative to the method of shipment.

**Packing:** Packing is the material used within the shipping carton to ensure that the product(s) is/are cushioned against impact with each other, and with the carton itself. Sometimes referred to as cushioning material.

**Stowage:** This is the act of placing your carton in the shipping vehicle. The vehicle may be a truck, rail car, an ocean freight container, an air container or, for large crates, the hold of a ship.

There are also certain types of **packaging** with which you will be concerned. These are:

**Primary:** Closest to the product, eg. toothpaste tube, glass bottle etc.

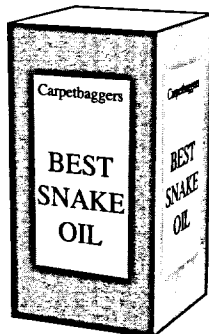
**Secondary:** Intermediate or point of sale container, eg. box around toothpaste tube, gift box for glass bottle.

**Tertiary:** Shipping carton, eg carton containing multiple boxes of toothpaste or boxed bottles. Sometimes called transport packaging.

**Primary**



**Secondary**



**Tertiary**

