Introduction to Packaging

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What is packaging?
Packaging Use by Sector

- Food: 50%
- Beverages: 15%
- Pharmaceuticals: 15%
- Beauty Products: 15%
- Other: 10%
- Pharmaceuticals: 10%
Packaging Materials

**Glass** produced from sand bottles & other glass containers are either returned to be refilled or are recycled at a high rate.

**Plastics**, made from oil or biomass, come in a number of specialized varieties. Plastic packaging can be reused, recycled or used for energy recovery.

**Metal** is used to make containers, foils and closures. Tinned steel is used for food cans & beverage cans. Both types of cans are recycled at high levels with significant environmental benefits.

**Paper & board** is based on organic fibers from wood and other biomass sources. Paper is readily recycled and high recycling levels are achieved.

**Wood**, used mostly for pallets and crates. The wood generally comes from managed forests and is frequently reused for a number of transport cycles.
Levels of Packaging
Packaging

Functional Role

Sustainable

Marketing Role

Legal

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Packaging Functions

**Functional**
- Protection from external factors, Containment, Display.
- Prolongs shelf life
- Quality preservation & Food safety
- Convenience – User Friendly
- Facilitate Transportation & storage & Handling

**Legal**
- Packaging & labeling law

**Sustainable Packaging**
Functional Role of Packaging

- Containment
- Protection of the product
- Handling Storage
- Transportation
- Food Safety
  - Quality
  - Preservation
  - Shelf Life
- Consumer Convenience
Containment

- No leakage
- No loss of product
- No product/pack damage
- Containment failure can become a major issue
Protection Against Physical Damage

Physical Damage

Warehouse

Transport

Handling

Compression

Shock

Vibration
Climatic/Environmental hazards

- Humidity
- Temperature
- Pressure
- Pest, dirt, dust
Ergonomic Shape & Consumer Convenience
Labeling: Source of Information to Consumers
Cadbury announced they would be recalling a range of products due to a labelling error. The products were produced in a factory handling nuts, potential allergens, but this was not made clear on the packaging. As a precaution, all items were recalled.
SUED FOR FALSE HEALTH CLAIMS

Gerber was Sued by U.S. Over Health Claims in Baby Formula Ads. They advertised that its Good Start Gentle formula would reduce the risk of a baby developing allergies despite having no proof for the claim.
Most packaging waste ends up in nature!
Packaging and Food Safety
Food Contact Materials

To be considered when packaging:
- Food Ingredients (fat, proteins ...)
- Physical status (solid, liquid..)
- Water Presence and risks?
- Other characteristics (respiration, UV ...)

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Food Contact Legislation
Types of Contamination of FCM

- Physical
- Chemical
- Biological
- Allergen
Beverages

Olive oil

Beer

Water

Juice

Sensible a Oxygene & Light

⇒ Alteration
⇒ Loss of Organaeleptic Value & Freshness
RECALL DUE TO A STRANGE SMELL & TASTE!

Kellogg Cereal Recall: Product Details

NEW YORK (TheStreet) -- Kellogg (K) announced a nationwide recall of 28 million boxes of several of its products, including Frosted Flakes, Apple Jacks and Pop-Tarts, due to a strange smell and taste, the company said.

The recall affects 28 million boxes of the following products:
- Frosted Flakes
- Apple Jacks
- Pop-Tarts
- Froot Loops
- Corn Pops
- Apple Jacks O'Clock
- Nutri-Grain Bars

Kellogg said the issue is due to a potential chemical compound that could be present in the product and that it has been working with its suppliers to identify the cause.

The company is working with retailers to remove the affected products from shelves and is offering refunds to consumers who have purchased the recalled items. The recall is effective immediately.

The affected products were produced at a manufacturing facility in Cherokee, Iowa, and were distributed nationwide.

The recall is the latest in a string of recalls for Kellogg, which has faced several issues in recent years, including a recall of its Rice Krispies Treats due to a potential lead contamination.

$48 million

Kellogg is expected to incur a cost of $48 million in the first quarter of 2020 to address the recall and related expenses.

The company said it is working with its suppliers to identify the cause of the chemical compound and is confident it will be able to resolve the issue.

Consumer Goods

2010 Consumer Recalls

2010 U.S. Auto Recalls Photo Gallery

2010 Children's Medicines Recalls

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Smart Packaging

1) Self Cooling Beer.

2) Self Heating Cans or Soup:

3) Colour Change indicator

4) Easy to Open and to close
Slef Boiling Packaging
Packaging as Marketing Tool
Packaging as a Marketing Tool

- Catching Consumer Attention
- Communication
- Differentiation
- Product Identity
- Brand Recognition
The primary function of food packaging is to protect your product.

The primary function of food packaging design is to attract.

Your package is Your BRAND AMBASSADOR. It should sell itself.
The average consumer spends just 2.6 seconds making a decision whether to pick up a product or not.

Packaging affects by 75% the decision of the Consumer
PACKAGING APPEALS TO THE RIGHT SIDE OF THE BRAIN
PACKAGING JUSTIFIES HIGHER PRICE!

400g = 2.5 USD

100g = 4.8 USD
WHY is PACKAGING important for Marketing?
Packaging Makes the Difference

• “Design is the difference. In a world loaded with stuff that looks like all the other stuff and performs like all the other stuff, it is the way to stand out.”
Packaging Makes the Difference
Brand Identity & Recognition
WHAT IS YOUR MARKET DESTINATION?

- Local
- Export Market
- Arab Countries
- Europe
- USA
- Latin America
  - Nostalgia markets
  - Novelty markets
  - Specialty markets
Target Market?
What do you want to communicate?

- Technology
- Artisan (Hand Made)
- Unique (Exotic flavors)
- High quality (Parmiggiano reggiano)
- Very rare (caviar)
- Ethnic (Pomegranate molasses)
PACKAGING
JAM EXAMPLE
Message delivered: 100% Natural
WHICH MARKET SEGMENT?
Appeal to Children Segment
Appeal to Men

Appeal to Women
Packaging has to be Trendy

Life Style Changes: Packaging Makeover

Before

After
Typography

- Cool Cool Mint
- The Beautiful Bay Leaf
- Borage Herb of the Week
- Romantic Rosemary
- Tantalising Tarragon
- Majestic Basil
Coca Cola Packaging
Limited Editions
Breast Cancer Campaign

- KitKat (notquiteNigella)
- Hershey's Kisses (pink)
- Arnott's Tim Tam Pink Wish
- M&M's (pink)

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Sustainable Packaging Labels from Kraft Paper
Thank you for your Attention