

# INTRODUCTION

- Packaging is an important part of the product, which has to receive a lot of attention to the people.
- Packaging is concerned with designing & producing of appropriate packages for a product.
- Packaging also refers to the *process* of design, evaluation, and production of packages. Packaging can be described as a *coordinated system* of preparing goods for transport, warehousing, logistics, sale, and end

# DEFINITION

- Packaging means wrapping, compressing, filling or creating of goods for the purpose of protection of goods and their convenient handling.
- Packaging means a case, container, wrapper or other receptacle for packaging goods. It can be made of metals, plastic, wood, paper, glass, laminates, polyester
- The first packages used the natural materials available at the time: Baskets of reeds, wineskins (Bota bags), Wooden boxes, pottery Vases, wooden barrels, woven

# IMPORTANCE OF PACKAGING-

- **Physical protection** –protection from mechanical shock, vibration, electrostatic discharge compression, temperature.
- **Barrier protection** – A barrier from oxygen water vapor, dust, etc.,
- **Information transmission** – Packages and labels communicate how to use, transport, recycle or dispose of the package or product.
- **Marketing** –can be used by marketers to encourage potential buyers to purchase the product.
- **Security** – Packaging can play an important role in reducing the security risks of shipment.
- **Convenience** – Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, reuse, recycling, and ease of disposal

# Various materials used for packaging

- The various materials used for packaging of apparel and allied products are-  
wood, paper, plastics, films, nail, rope, gum, tape, etc
- **Wooden boxes and crates**- these are used in care of bulky exports or rugged shipment in case of handling abuse. The woods used mainly are sheets of ply wood or tongue or grooved board. soft woods are basically used because of low cost and have sufficient strength.



Wooden box



Wood crates

# Paper and cardboards

- they are very popular packaging material. They are very cheap but have very little strength as compared to other packaging material except glass. Paper cannot pack liquid material. However they provide opportunity to present article in colorful & attractive way. It can protect the contents from moisture to some extent.



# Plastic material-

- it has revolutionized the packaging industry. These types of package are durable & air tight. they can carry liquid in them and are not heavy & don't absorb moisture as like paper. Plastic packaging has gained popularity for packaging fruit juice, ghee, cereals, and all daily uses, they can be reusable after the content are take out.



# CREEP PAPER-

- it is distinguished by its wrinkled surface which is made in a range of thicknesses and softness's. Although creap paper are used basically as shock insulation to prevent crushing, fine creap paper are available for decorative merchandising of facts. Gummed crepe in strip roll is a popular sealing tape for sealing wrappers and cartons. however gummed Kraft striping is still the most popular seal tape for cartons and wrappers



# TISSUES PAPER-

- Thin paper sheets usually comes in sheets varying in size from approximately 18'\*24".tissue are used for packaging both for shock insulation and decoration.





# OTHER PACKAGING MATERIALS-



WOVEN BAGS



WOODEN BARRELS



BASKET OF REEDS



CLOTH BAGS



METAL PACKAGING

# Packaging policies and strategy

- Some of the policies concept to consider in respect of product packaging. These include the following-

## Packaging changes-

a company made the policy in order to achieve one or more following purposes-

- Change may flow from management desire to provide more convenience in using that product.
- Policies may be introduced to correct defects in the package. E.g.- different opening, different air tightening etc.
- Innovation in packaging material may also require change in product packaging.

## Family packaging-

it is a kind of packaging strategy in which packages of the entire product line closely resemble one another or alternatively major features of the packages in the respect of the entire product line closely resemble each other.

# Re-usable packaging-

- it is a strategy in which marketers of the product in such a package which may be reuse for other purpose once product is taken out from it use it for other purpose.

## Examples

- Reusable and recyclable crates and pallets.



# Multiple packaging-

- it is a strategy in which a number of heterogeneous products to be used by one consumer are placed in a single package, it help the company to built up considerable total sales. It facilitates acceptance of new product idea by consumer who may not be like or interested in buying that.

# Ecological packaging-

- in order to preserve the physical environment a company may formulate compatible packaging strategy. Some of the elements of this strategy may include-
- Reuse element.
- Decompose over reasonable period.
- Use of light weight packaging material.



## Merchandise packaging

- it is the unit the consumer receives when he select the product. From the consumer point of view the merchandise package should-
- **Identify the product.**
- **Enhance the appeal of the product.**
- **Attract the customer to the package.**
- **Protect the product quality until the consumer uses the item.**

# Shipment packaging

- the shipment package performs the identification function. It is the package, the carrier, receiver & delivers to the retailer.
- Packaging may be divided in various classes with respect to its protection.-



## Close container carrying garment-

- it is covered completely, individually by merchandise package.



# Open container carrying garment

- in open merchandise packages coats, suits or dresses transported without individual covers on hangers suspended from portable hanger racks. The shipment package separate properly when it prevent the crushing of the garment during shipment.



## Vacuum packaging

- ❖ the function of the vacuum package include
- to reduce the shipment weight of shipping good.
- To prevent the garment from catching dust or odors before or during shipping.
- To prevent garments from acquiring wrinkles or creases during shipping.
- To minimize storage space for other manufacturer & retailer.



# Function and scope of packaging

- packaging has two different functions-

## The distribution function-

deals with packaging the apparel in a manner which permits the apparel manufacturer to ship the product at lower cost & or in the shortest time to the purchaser without damaging the quality of the product.

## The merchandising function-

- it deals with presenting the apparel product in a manner designed to stimulate consumer desire for the product. Both functions have & style specifications during the journey from the factory to the retailer.
  - Creasing, crushing & dust may affect the quality & have to be prevented in packaging
  - Military apparel & apparel destined for export & shipment to extremes of climate conditions must be packaged to protect the product against wetting, mildew, fungus, excessive light and handling damages.
  - Handling damage refers to tears, creases & staining when the package is broken by shipping handling.