**A bit about packaging**

Packaging fulfils the following functions:

* Contains the product.
* Protects it from damage and keeps it safe during transportation.
* Informs the customer about the product.
* Promotes the brand identity.
* Helps the convenience of carrying the product from the store.
* Is practical. Even is it looks ‘fancy’, it needs to fulfil the points above.

**Cartons made from paperboard**

Cardboard cartons are the most common form of packaging. The process involved in manufacturing cartons can be summarised as follows:

* Print the carton design onto card.
* Cut out the surface development of the carton, with tabs for gluing.
* Fold the net into the carton shape.
* Glue the carton together along the tabs.

Other types of packaging

* Bottles and jars made from glass or plastic are used for liquids, granules and powders.
* Boxes and cylinders made from card are used for granules, powders and whole items.
* Plastic bags are used for food products and small loose items, eg snack foods and sweets.
* Cans are used for food products. Drinks cans are made from aluminium and food cans are made from tin coated steel (tinplate).
* Bubble packs consisting of a stiff plastic bubble made by vacuum forming fixed to a card backing – are used for small products, eg stationery items, toys and screws.
* Shrinkwrapping – soft plastic vacuum formed onto card backing ­– is used for some small products, eg DIY products and toys.

Packaging must include:

An eye catching design for on-shelf appeal.

Information about the product – information is strictly regulated by laws and standards. Some of the most important principles are that:

* The name of the company that made the product should be visible on the packaging. This is required by law.
* The contents of the product (and its packaging) should be listed. This is required by law.
* Health and safety information about using the product should be given. This is required by law.
* In the case of food or drink, the content weight need to be displayed, as well as health information such as calorific values, sugar and fat content, and ingredients of the product.
* Information about safely disposing of the packaging or container after use should be given.
* A bar code should be displayed for stock control and pricing purposes.
* Instructions for recycling the product and/or its packaging after use.

