Product Analysis - Packaging

There are lots of types of food packaging used by companies to help sell their products. We can study these and can quite easily learn from these and make our own versions of them within our coursework projects in school. Over the following pages we will look at Existing Packaging and then compare these with examples that can be made in the school’s D&T department.

Functions of Packaging

The main functions of packaging are to:

- PROTECT THE PRODUCT
- CONTAIN THE PRODUCT
- ADVERTISE THE PRODUCT & OTHER PRODUCTS
- INFORM THE CUSTOMER

Different Kinds of Packaging

These are many types of packaging used. The main ones are:

1. Blister Packaging / Bubble Packaging
2. Clam Shell Packaging
3. Card Boxes

These packages can also be placed onto Point of Sale Stands within the shop to help promote and sell the products.

These are many types of Commercial Packaging used.

1. Flexible Packaging
2. Protective Packaging
3. Custom Packaging
4. Innovative Specialty Packaging
Product Analysis: Packaging

How to do Product Analysis?

In order to learn about different types of food packaging it is good to look at what designers have already designed and look out for the features that go with them. Find a box or any type of packaging and draw what you see. You may find this easier if you draw in pencil first and then use a fine liner to draw in details. Next add colour to represent the material and colour scheme used. Finally label key features and materials used, then you can annotate the drawings you have done by asking yourself some simple questions.

TIPS

- PLAN what you are going to do.
  1. Draw the Product in pencil then fine line it.
  2. Add labelling and annotations details and symbols
  3. Add colour.
- Record text as capitals it looks neater.
- Use coloured pencils as you can blend the colours and create tones of the same colour.

- How well does the packaging protect its contents?
- How could the packaging be displayed in the shop?
- What are all of the different materials the packaging has been made from?
- What processes have been used to manufacture the packaging?
- What symbols, text and logos have been used?
- How might the packaging have been printed?
- Have any special effects been used?
- How are you told what the product in the packaging is and how does it work?
- Is the packaging and product part of a range and is the packaging similar from product to product?
- Could the packaging be made better or in a different way?
- What other information is on the packaging?
- What necessary legal information is included?
- How might ICT have been used to design and make the packaging?
Clam Shell Packaging

Clam Shell packaging is a vacuum formed plastic shell that houses the product/s. It has a hinged lid incorporated into it. It is a popular form of packaging for sandwiches, small items such as screws, nails, plectrums etc. The plastic used can be clear or is sometimes textured for added strength and decoration. Sometimes expanded polystyrene or card is used to make fast food containers or burger boxes. Clam shell packaging is very similar to Blister packaging as you can see the product. It uses more plastic but the product is even more protected. Sometimes the blister packaging and clam shell packaging are combined. PETE is used and can be easily recycled.

Hard Rock Café Clam Shell Packaging

1. The card backing has been printed in 3 colours but it has no effects on it.
2. The shell is vacuum formed in PETE plastic which is recyclable. Polyethylene Terephthalate PETE is clear and is moulded into a container that locks and hinges together.
3. It is moulded in one piece in groups and is die cut afterwards into individual units.
4. There is a Hard Rock Café Logo in silver on the card backing and a copyright symbol and barcode on the back. There is also the Fender Guitar maker’s logo too.
5. There is a triangle cut out of the top so that the shell can be hung on a hook in the shop.
Product Analysis of Hard Rock Café Clam Shell Packaging

1. Draw the Product in pencil then fine line it.
2. Add labelling and annotations details and symbols.
3. Add colour.

Card Boxes 1 –
Moisturiser Box.

Card boxes are made as NETS or DEVELOPMENTS which in simple terms means that the box you are creating is designed as a 3D shape and then opened out flat with tabs for gluing and closure tabs. It also has fold lines and an outline that is cut out. The graphics are added to the NET and care must be taken with this as they have to be the correct way up when the box is assembled into its 3D shape.

Some boxes have a corrugated card insert to protect the contents.

This box has been designed using 2D Design and has vinyl decals stuck on it cut out using a Craft Robo or Stikka machine. The net has been cut out by hand using a craft knife, cutting mat and steel rule.

These photos show sketches of the box and Point of Sale Stand which has been laser cut in acrylic plastic.
Card Boxes 2 – Paul Smith MEN Box and Point of Sale.

This box has been manufactured in a different way to normal. The box has been designed using 2D Design and has been cut out and some graphics engraved and cut out into the box in coloured green card. The coloured graphics have then been printed onto label paper and cut out using a Craft Robo cutter. They are stuck onto the box where the marks are from the engraving. The box has a custom made plastic insert to stop bottle moving around inside the packaging. This is also laser cut and line bent using a strip heater in polystyrene plastic. The box is self locking so no glue is required to hold it together.
Flexible Packaging

Flexible packing includes such things as wraps, bags, and pouches. One of the advantages of flexible packing is that you can use less and still achieve your desired results. Not only does flexible packaging reduce waste, a goal of most people these days, it allows you much more flexibility than you would have with semi-rigid or rigid packaging options.

Flexible packaging is so popular in the United States that it has become a $20 billion dollar industry. Packaging is classified as flexible if it loses its shape once it has been emptied. Examples of this include plastic wrap covering a product or juice pouches. Food products are by far the biggest users of flexible packaging, although you can see it used on other non-food retail products as well.

In addition to reducing waste, another benefit of flexible packaging is that it is less expensive for product manufacturers.

Flexible packaging also gives you some great marketing advantages, including innovative designs and allowing the consumer to see the product directly because the product is not obstructed by a bulky box.

Labelling is another example of a packaging function that can be outsourced to a packaging company.
Protective Packaging

You need dependable protective packaging to ensure that your products are shipped safely. No matter what your application, sending out an order for your company or mailing a care package, you will want to make sure you have good packaging material.

You need to ensure that any package you send has been adequately wrapped. Packages should be inspected to make sure it is protected from the bumps it is most likely to take in transit. You should also be aware that packages are sometimes exposed to potentially hazardous weather conditions.

Protective Packaging lets you Send it Safely

There is a wide selection of protective packaging available today, with the type you use depending on what you are shipping. For example, most items will require a few different shipping supplies, while photos can be shipped quite safely in a simple padded envelope.

Some of the most common protective packaging includes bubble wrap and insulated containers. If you run a business that sends a lot of product through the mail you will want to investigate how to get the best price for these supplies. While most people know that you can save money buying in bulk, you should also know that you can save money by purchasing your supplies through an online distributor. Online shopping allows you to compare prices of different shops from the comfort of your desk, and gives you broad access to several different suppliers.
Innovative Specialty Packaging

Innovative packaging catches the customer’s eye and sparks their interest in your product.

You could see a large increase in product sales through the use of unique and creative packaging solutions. Innovative packaging catches the customer’s eye and sparks their interest in your product. This could ultimately influence their decision to purchase your product over your competitors. Products that are in uniquely shaped packaging stand out on the shelf and draw your customer’s attention away from your competitors products. For maximum impact you could combine unique shapes, colours, materials, and in store product displays. Other great options are seasonal packaging or special packages for a new product launch.

The Importance of Specialty Packaging

In today’s culture people are barraged with media messages, making it more difficult for your marketing messages to get through. You can stand out from your competition by having a creative box that stands out to your target audience. There are a host of things that can influence your customer’s decision to buy your product, including the textures, shape, structure, and smell of your packaging. Professional packaging can make a huge impact on your sales figures.

There are several styles of specialty packaging available. You can get expert advice on the design, printing, and assembling of your packaging from a packaging company. There are a host of items that can be considered specialty packaging, including boxes, displays, unique shapes, wood boxes, foam or plastic package inserts, and special sales cases. In additional to all this, some packaging companies will be able to meet all your product fulfillment needs.