



Product Packaging: An Overview

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by

Mrs. Jane Omojokun

MD/Lead Consultant, Nugata Consults Ltd.

E-mail: jane.omojokun@nugataconsults.com

Website: www.nugataconsults.com

Outline

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- Why Package?
- Main Types of Packaging Materials
- Food Packaging
- Cosmetics Packaging
- What are consumers looking for?
- Conclusion

Objective

The objective of this presentation is to :

1. Emphasize the importance of using the appropriate packaging materials to protect your products & to ensure they comply with regulatory & registration requirements
2. Draw your attention to the role of packaging in marketing your products i.e. its influence on purchasing decisions and the positive effect on company appeal, product sales and company growth.

1. Introduction

- The main aim of packaging is to contain, protect, preserve, inform and advertise the product
- In food packaging, the role is to contain food in a cost-effective way that satisfies regulatory and industry requirements and consumer desires; maintain food safety, and minimize environmental impact
- The choice of packaging material has an effect on the shelf life of food products

2. Introduction

- Present-day state-of-the-art technology and materials for cosmetics manufacturers, help create beautiful, functional cosmetic containers and personal care packaging that sparkle, shine, and stand out in stores.
- Your selection of a packaging material should not only depend on the suitability for your product but also the availability locally (within your area) and the cost in addition to any marketing considerations



3. Introduction



Why is packaging powerful?

- It tells consumers why your product and brand are different.



Why do new products sometimes fail?

Customers don't have the time to weigh the advantages and disadvantages of the products therefore some customers use product packaging as a shortcut to make their decision



Great packaging :

- Is particularly important for growing startups
- It can have a direct impact on sales and a company's overall appeal

1. Why Package?

The reasons for packaging include the following:

- To hold the content and keep it clean, safe and secure until it is ready for use;
- To protect the content from hazards and provide a barrier to dirt, contamination, moisture, oxidation etc. Food packaging reduces postharvest losses, encourages increased food production & earnings of processors. It also offers consumers more choices and reduces malnutrition.
- For convenience in handling throughout the production, storage and distribution system and for ease in opening, dispensing, re-sealing, disposal or reuse;
- For information on the composition, shelf life, use etc. to enable the consumer make informed choices;
- To advertise/market the product i.e. packaging that sparkles, shines, and stands out in stores.

2. Why Package?

Good packaging:

- Contains, protects & dispenses
- Identifies, informs, communicates & advertises
- Stores & facilitates handling & transportation
- Attracts attention
- Improves the appeal of the company
- Has a direct impact on sales and
- Speeds up growth.



3. Why Package?

- Product providers may think that the product and its performance is more important than what the packaging looks like; but
- Remember that most customers don't have the time to weigh the advantages and disadvantages of the products, so they use a shortcut to make their decision – your product packaging!

4. Why Package?

An appropriate and attractive package is a good marketing strategy. It:

- Makes the product easily noticed on display shelves
- Influences the consumer's decision to purchase
- Creates a brand & helps develop or improve your company appeal

1. Main types of Packaging materials: Shipping Containers

They protect the content during transport & distribution and have no marketing value e.g. sacks, cartons, cardboards, crates, barrels, drums etc.



2. Main types of Packaging materials: Retail Containers

They protect & advertise the content for sale & home storage e.g. metal cans, glass bottles and plastics, collapsible tubes, flexible plastics, plastic tubs, paperboard cartons, sachets, paper bags etc.



1. Food Packaging



2. Food Packaging

Food Packaging Materials

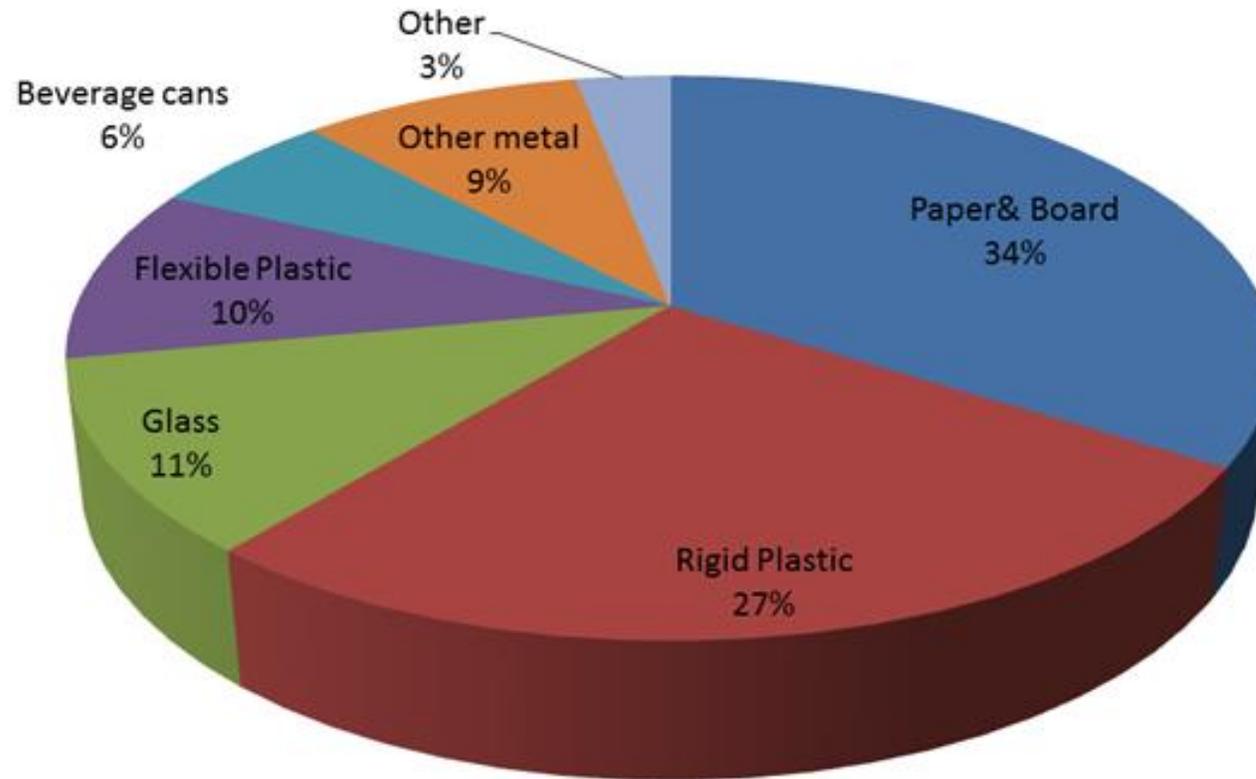
- Protect foods, but can also be a source of chemical contamination
- "food contact material" is the layer in direct contact with food;
- It should not release harmful chemicals into the food
- It is therefore important to understand the chemical composition of the packaging material and the levels of migration into foods.

Packaging for foods

- Comes in many different forms;
- Is based on technical requirements throughout the supply chain;
- Depends on marketing needs (such as brand identity or consumer information).

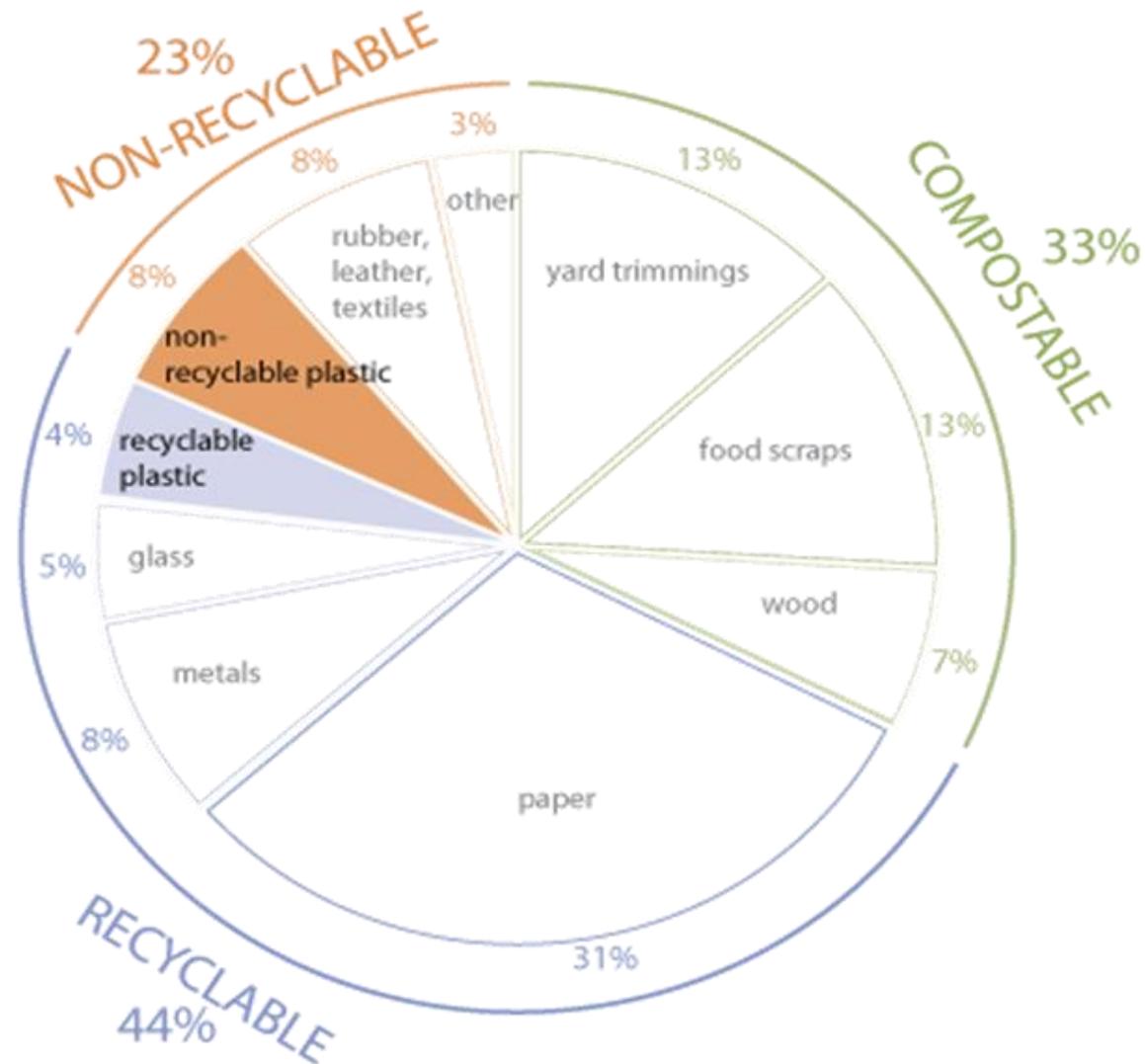
3. Food Packaging

Market Share of Packaging Material



Source:
rexam.com
Market share
of food
packaging
materials (by
market value)
Rexam (2011).
Consumer
packaging
report 2011/12.

4. Food Packaging



Source:

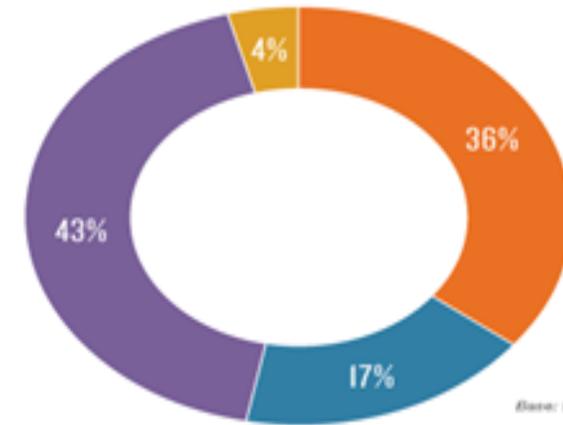
www.threereactionsproject.org

5. Food Packaging

Food packaging protects the product, extends its shelf life and ensures food security



FOOD PACKAGING SHOULD PROTECT AND EXTEND THE SHELF LIFE



Base: 95 attendees

QUESTION: WHAT ROLE SHOULD PACKAGING PLAY IN ENSURING FOOD SECURITY?

- PRODUCT PROTECTION
- EXTENDED PRODUCT SHELF LIFE
- PRODUCT FRESHNESS
- FACILITATE FOOD PORTIONING

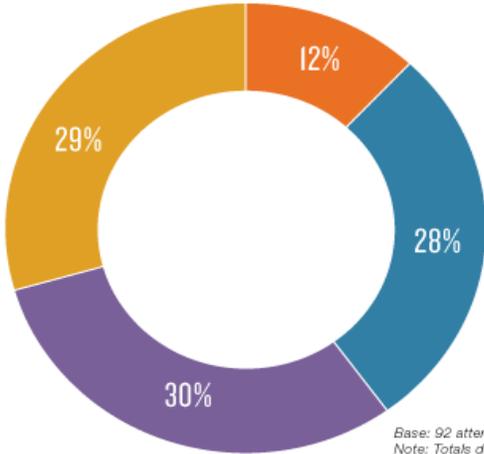
Source: Exit poll of packaging professionals attending the 2014 FPC, Packaging Consortium "A Day in The Life" (of a packaged product) Symposium in Toronto, Canada

6. Food Packaging

Food packaging mitigates waste throughout the value chain



PACKAGING CAN MITIGATE FOOD WASTE THROUGHOUT THE VALUE CHAIN



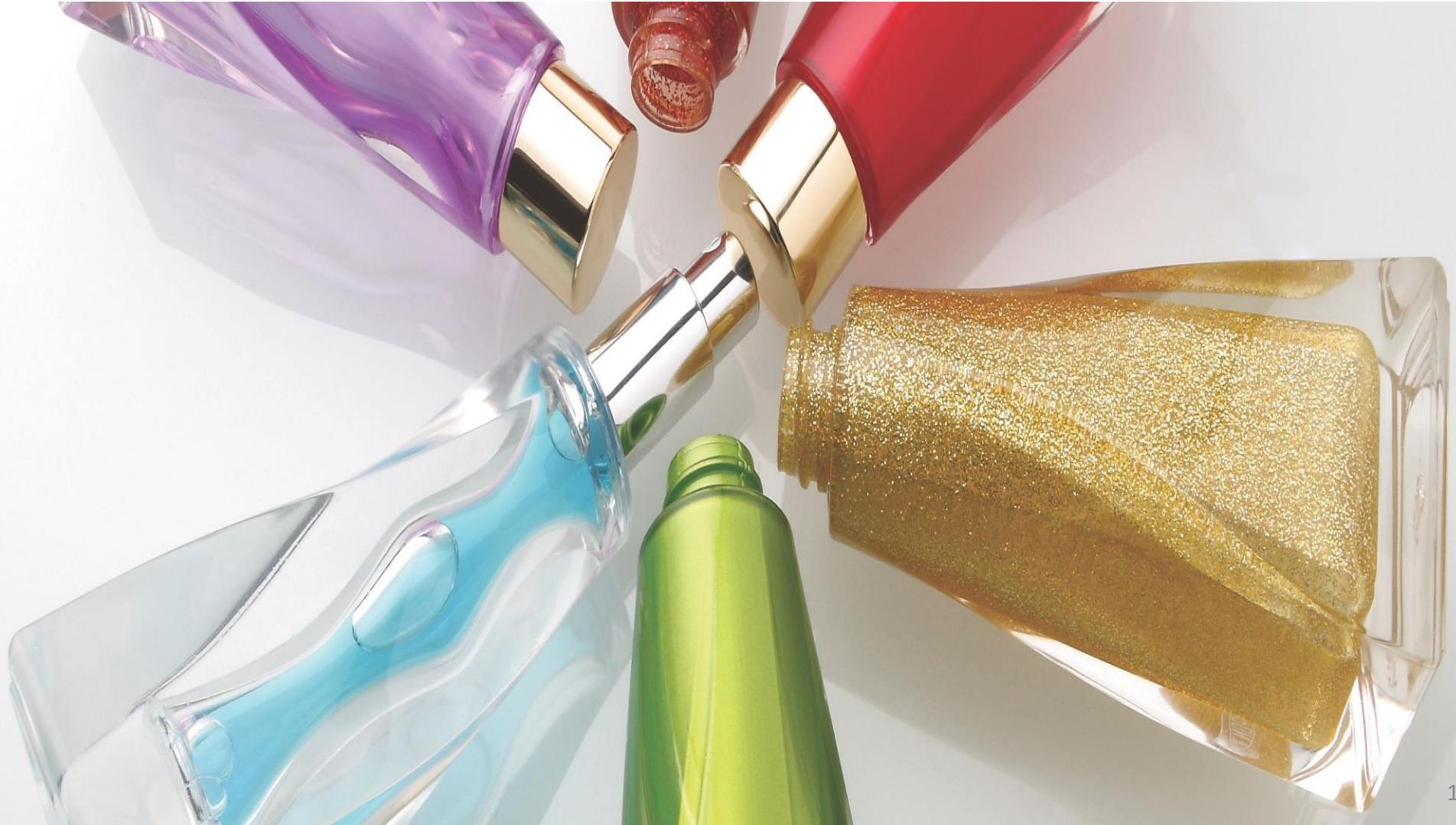
Base: 92 attendees
Note: Totals don't equal 100% due to rounding

QUESTION: IN THE SUPPLY CHAIN, WHERE CAN PACKAGING BEST MITIGATE FOOD WASTE?

- FARM/SEA TO DISTRIBUTION
- MANUFACTURER/FOOD PROCESSOR
- RETAILER
- CONSUMER

Source: Exit poll of packaging professionals attending the 2014 PAC, Packaging Consortium "A Day In The Life" (of a packaged product) Symposium in Toronto, Canada

1. Cosmetics Packaging



2. Cosmetics Packaging



3. Cosmetics Packaging

- Cosmetics packaging is subjected to similarly high requirements as for pharmaceutical packaging.
- Its contents must be protected against moisture and from dehydration caused by heat radiation, bright light or ambient air.
- Efficient traceability of supply chains for the materials is required
- Traceability through their production, transport and storage all the way down to distribution and retail is indispensable due to a rising number of counterfeits
- Tamper-proof covers or caps are necessary

4. Cosmetics Packaging

- New technology for cosmetics packaging combines creativity and functionality
- Moulding resins give a more refined look, higher gloss, nicer feel for caps, bottles, cases and other cosmetics containers
- Easy-to process blow-moulding resins offer scratch resistance, squeezability & barrier performance
- High performance extrusion resins are well suited for tubes, sample sachets, pouches and film-based cosmetics packaging

1. What Are Consumers Looking For?

- Research shows that consumers have a more favorable disposition to brands that reach us through all senses- sight, smell, taste, sound, touch (feel); so much so that they are willing to pay a higher price for this multisensory appeal
- Design, shape or colour - beautiful packaging design is of central importance in the cosmetics and confectionery product groups. Consumers like to buy agreeably designed and decorative products!

2. What Are Consumers Looking For?

- Innovation – An innovative package can make a “new product” out of an existing one
- Eye catching appearance especially for the younger generation
- Functionality - It's the basis for all successful packaging & greater product success
- Value - Packaging is an excellent way to communicate sophistication, class and value

3. What Are Consumers Looking For?

- Material - What is printed on board is read particularly willingly, while what is packaged in board sells particularly well.
- Efficient communication - The packaging is the credible medium at the point of sale and is consulted willingly
- Appropriateness for the product Packaging is considered to be an important indicator of quality.

4. What Are Consumers Looking For?

- Additional benefits - Successful packaging not only combines what is pleasant with what is functionally useful but also provides additional benefits. For example, as a gift package, having entertaining components or simply by making it possible to continue using the packaging for something else after the product has been used up.

Conclusion

The package of a product is as important as its content. It attracts attention and influences the decision of the consumer to purchase at the point of sale. This has a positive effect on sales, company appeal and speeds up growth.

Manufacturing is a commercial venture that should yield good returns. Therefore more attention should be paid to packaging rather than focusing mainly, or sometimes only, on meeting regulatory & registration requirements for the product and obtaining the NAFDAC Registration No!

Conclusion

Thank you!

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