

PACKAGING AND LABELING

PACKAGING

The package = physical container or wrapping for a product

It is an integral part of product planning and promotion

- 10% of the retail price is spent on developing, designing, and producing just the package

Companies sometimes change packaging to update their image and reach a new market



GOING BACK TO THE ORIGINAL

The screenshot shows a web browser window with the URL us.herbalessences.com/en-US/. The page features a navigation bar with links: ABOUT US, PRODUCTS, PRODUCT SELECTOR, GET THE LOOK, and NEWS & OFFERS. A search bar is also present.

The main content area is a social media aggregation titled "Herbal Essences Social Aggr". It displays several tweets and a large advertisement for the Smooth & Shine Collections.

Tweets:

- @Ashley_Jayne** (9 Apr 13): Stupidly excited to use the classic Herbal Essences collection again. Who knew so many memories could be in the scent of shampoo! #firsttime
- @StärkeCatherine** (21 Mar 13): Words can't express how excited I am over @herbalessences bringing back classic Smooth & Shine! #stockingup #neverleavemeagain

Advertisement:

now back & more irresistible than ever!

reintroducing the Smooth & Shine Collections

share your favorite "First" on Twitter with #firsttime, or comment on one of our Firsts in our Facebook album here. You might be featured on this page, and you'll definitely inspire others to try something new.

HERBAL ESSENCES

0% silicone

SMOOTH COLLECTION SHAMPOO

An Infused blend of ROSE HIPS, VITAMIN E and JOJOBA EXTRACTS

Smoothly Washes on. Naturally Intended.

Welcome back @herbalessences! Now this is good stuff that I remember! #firsttime

FUNCTIONS OF PACKAGING

1. Promoting and Selling the Product

2. Defining Product Identity

3. Providing Information

4. Expressing Customer Needs

5. Ensure Safe Use

6. Protecting the Product

The Keys to Product Packaging

1. PROMOTING AND SELLING THE PRODUCT

Attractive, colorful, and visually appealing packages have promotional value

A well designed package is a powerful selling device because it helps the product stand out from its competitors



1. PROMOTING AND SELLING THE PRODUCT



Mixed Bundling - packaging different products or services together

- Usually the bundle price is cheaper than buying them individually



Price Bundling - two or more similar products are placed on sale for one package price

2. DEFINING PRODUCT IDENTITY

Packaging is sometimes used to promote an image such as prestige, convenience, or status

Can be a crucial part of the marketing strategy, particularly in advertising



3. PROVIDING INFORMATION

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Potassium 700mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
* Percent Daily Values are based on a diet of other people's secrets. Your Daily Values may be higher or lower depending on your calorie needs.	
Calories: 2,000	
Total Fat	Less than 65g
Sat Fat	Less than 20g
Cholesterol	Less than 300mg
Sodium	Less than 2,400mg
Total Carbohydrate	300g
Dietary Fiber	25g

- Gives customer useful information on:
 - directions for using the product
 - its contents
 - product guarantees
 - nutritional value
 - potential hazards

KEEP OUT OF REACH OF CHILDREN
CAUTION: HARMFUL IF SWALLOWED. SKIN AND EYE IRRITANT.
DO NOT ingest. Avoid contact with skin, eyes, mucous membranes and clothing. Contains Chlorine Bleach and Sodium Silicate. **DO NOT** mix with any other products such as dishwashing liquids, cleaning products or ammonia as harmful fumes may be generated. Not for handwashing.

4. EXPRESSING CUSTOMER NEEDS

When designing packages, companies analyze customer lifestyles and create packaging that meets their needs for size and convenience

Packages often come in various sizes

- Family size
- Single serving



5. ENSURE SAFE USE

Proper packaging helps to eliminate potential injuries or misuse of a product

- Formerly glass containers are now plastic
- Childproof caps
- Tamper resistant packages
 - Blisterpacks - packages with preformed plastic molds surrounding individual items arranged on a backing



6. PROTECTING THE PRODUCT

- Must protect during shipping, storage, and display
- Prevent or discourage from tampering
- Prevent shoplifting
- Protect against breakage and spoilage



AIR TO SPARE

- Do you ever get frustrated when you buy something and the package is filled with more air than product?



Air To Spare

PACKAGING TRENDS

Aseptic Packaging -technology that keeps foods fresh without refrigeration for extended periods

Usually used to package food products

- canning
- bottling



PACKAGING TRENDS

Environmental Packaging

- recycled material, less plastic, and safer for the environment



Sun Chips Ditching New Bag

PACKAGING TRENDS

Cause Packaging - promote social and political causes

- May be totally unrelated to the product



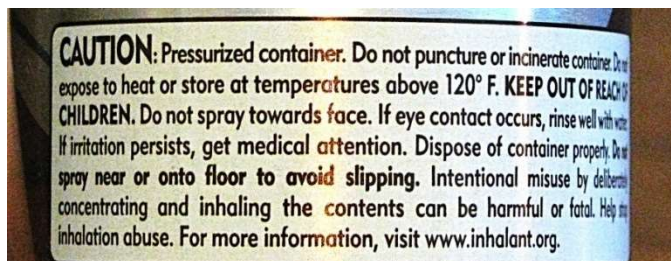
LABELING

Label - an identification tag, wrapper, seal, or imprinted message that is attached to a product or its package

- Main function is to inform customers about a product's contents and give directions for use
- Protects businesses from legal liability if someone is injured while using the product

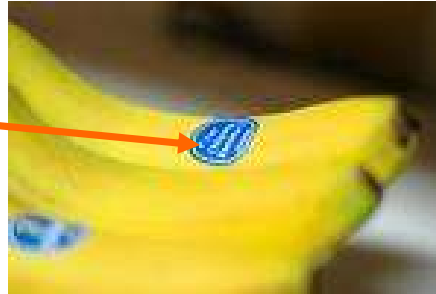


Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 260	Calories from Fat 120
% Daily Value*	
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
*Percent Daily Values are based on a diet of other people's secrets.	



THREE KINDS OF LABELS

1. Brand Label - gives brand name and trademark or logo



2. Descriptive Label - give information about product use, construction, care, performance, and other features

3. Grade Label - states the quality of a product



DOES IT REALLY MEAN IT'S HEALTHY?



Food Label Fight