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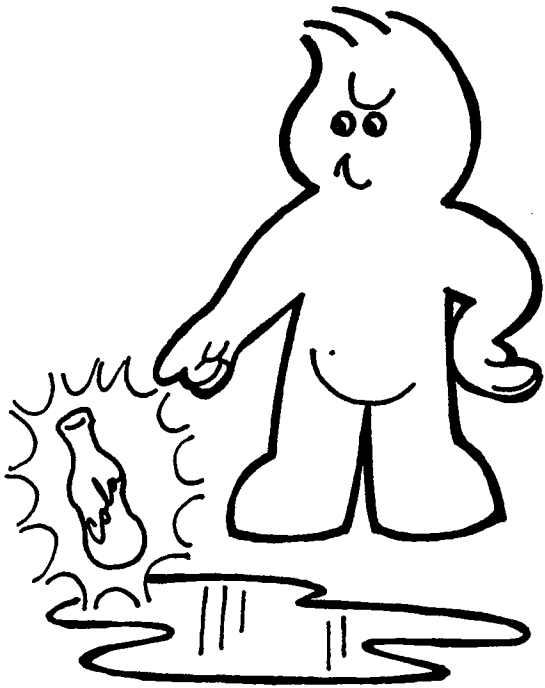
The Magic Of Packaging

In this project you will:

- Learn the role of packaging.
- Evaluate the cost of packaging.
- Identify the types of packaging.
- Learn about legal relations that apply to packaging.
- Consider packaging as it relates to specific products.
- Learn about the development of consumer packaging.

To complete this project you will:

- Compare different types of packaging.
- Evaluate the impact of child proof packaging.
- Conduct a survey of consumer opinions about packaging.
- Give a demonstration on packaging.
- Complete this project book



Close your eyes for one minute. Imagine that a little gremlin suddenly caused all the packages in the U.S. to disappear----all packages, boxes, bottles, bags, cans, tubes, wraps! What would the supermarket look like? How about the drug store----the toy shop? Imagine trying to buy:

- * Your favorite soft drink without a can or bottle!
- * Ice cream without a carton!
- * Shampoo without a tube or bottle!
- * A model airplane without a box!

Think about your home for a moment. Imagine what the pantry would be like with no packaging materials. Suppose there were none in the medicine cabinet. Storing the toothpaste could be quite an experience.

Look in the medicine cabinet in your home.

- * How many items do you see that are sold in a package or container? _____
- * How many items do you see that are NOT sold in a package or container? _____
- * How many items do you see that are sold in a package or container that could be sold without one? _____

How would merchandise such as paint or flour be transported from the manufacturer to the store if it were not packaged? With no containers it surely would be an experience!

We Haven't Always Had Packaging

Packaging as we know it today did not exist in early days. Early civilizations used whatever they could make or find for containers, for example, goat skins and urns were used to hold liquids. Such containers were not very sanitary or convenient to use. Even in the



early 1900's packaging materials were not used extensively. Staple foods such as molasses and flour were stored in large drums in the stores. A shopper brought his/her container when shopping so there would be something in which to carry the purchase home. Sausages were stored in big cans of oil (5 gallons or larger) and pickles were in barrels of brine. To sell a pickle or sausage, the merchant used a long handle fork to lift it out of the liquid. By today's standards such storage would be unacceptable.

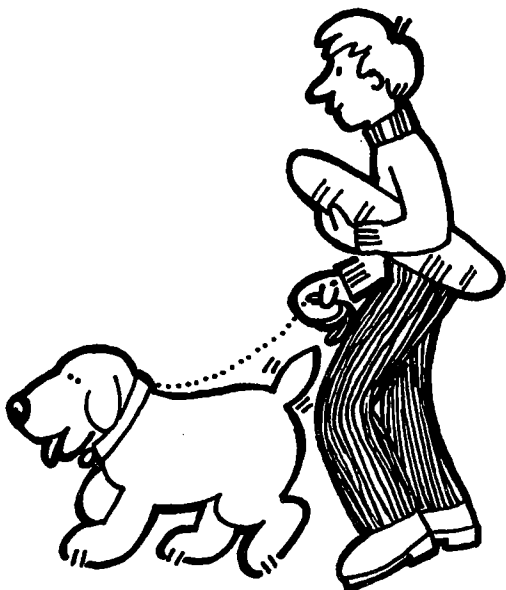
Talk with an older person in your community, someone who remembers stores before world war II. Ask them to tell you what food stores were like and how foods were sold when they were young. What did they tell you?



Even today in many countries most of the people buy from local markets instead of from stores. Markets sell a wide variety of products: for example, shoes, blouses, live chickens, and whatever foods are in season or can be sold in dry form. In many places almost no packaging is used. Talk with someone that you know who has visited a village in South America or some other location and ask them to tell you about the markets. If they have pictures, ask if you may borrow them to show at a 4-H meeting. Discuss the usage of packaging in this type of shopping.

In many of the industrial countries of the world such as England, France and Italy, packaging is not used as widely as it is in the U.S. For example, loaves of unsliced, unwrapped bread are often placed on the floor of delivery trucks and transported to stores. The customer carries a string bag to the store to use for carrying home the things purchased. It's not unusual to see a person going home with a loaf of unwrapped bread tucked under an arm.

Packaging Fills A Need



Strong price competition developed in the U.S. as a result of increased levels of production. To keep prices down, stores had to control their overhead costs. One-way to do this was to sell more merchandise with a smaller profit margin on each item. This meant more people had to move in and out of stores easily without increasing operating costs. One-way to do this would be for customers to serve themselves instead of relying on sales people. To have self-service, products must be packaged for easy handling and to protect them from abuse. Without the extensive use of consumer packaging we would not have the types of retail stores that we now have, especially types such as supermarkets and discount stores which are almost exclusively self-service. Imagine what it would be

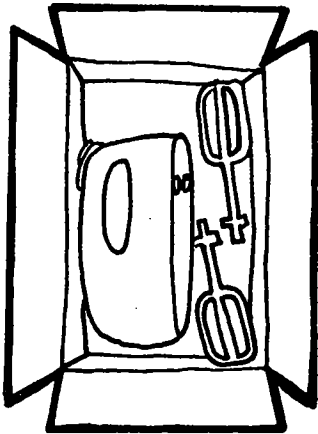
like to have to wait for a grocery clerk to count and package the oranges or weigh and price the tomatoes and potatoes that you wish to buy. Imagine standing in line waiting while the salesperson does the same thing for other customers. Shopping would require much more time.

* Locate a small fruit stand or independent store where a salesperson counts and weighs individual products after the items have been selected by the shopper. Record the time required for you to select 6 items (ex: 6 apples or pears), go to the checker and have the items weighed as you check out. How long did it take? _____

* Visit your local supermarket that uses a scanner and packaged produce. Record the time needed to select a package of apples (or other produce) and for the check-out person to scan the purchase. Which took longer? _____

* Which method would enable people to shop more quickly?

Packaging also provides other important services. It protects the product, preserves quality and extends the shelf life. It would be difficult, if not impossible, to transport many products without packaging.



* Suppose you were shipping an electric mixer, hair dryer or a television set. Describe how you could ship any of these items without it being packaged? _____

* What would you look for in selecting a package for such products? _____

The appropriate packaging is essential for the marketing of many products in specialized forms. For example, dehydrated soups could not be sold without airtight packaging.

* What characteristics do you look for in hair sprays?

* Could you have a hair spray as a gel in a tube? _____
Why? _____

* Two forms of packaging are commonly used for hair sprays. What are they? (1) _____ (2) _____
Why are these packages used? _____

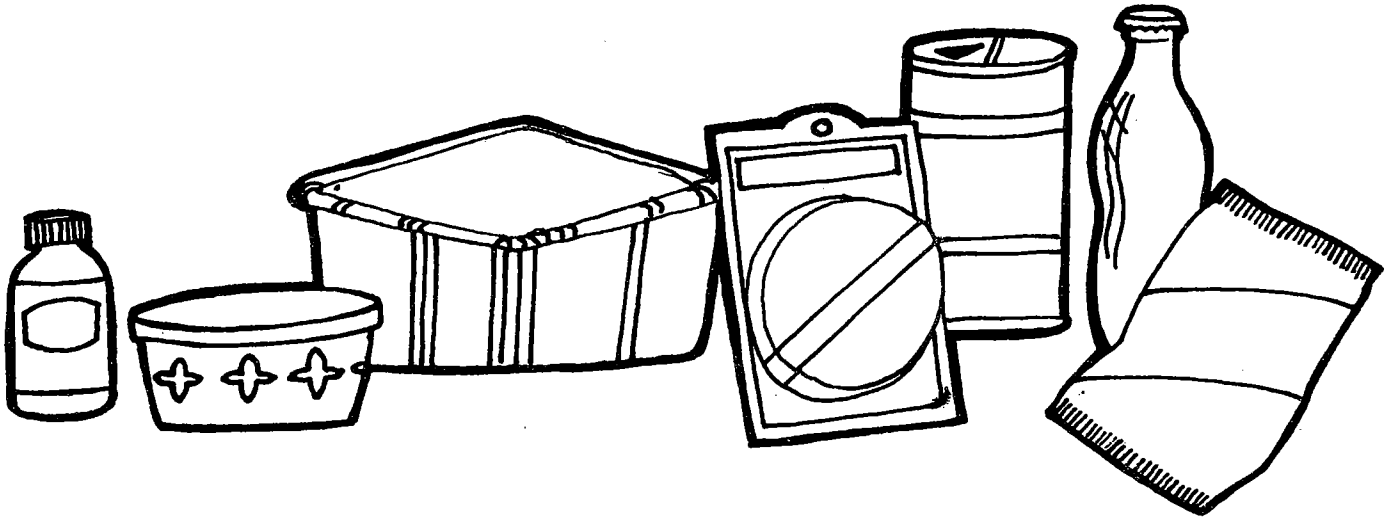


Without adequate packaging, selling by special self-service centers, such as vending machines, could not be done. How would the disappearance of vending machines affect American consumers? _____

Suppose you are selling (A) airplane models and (B) potato chips. Tell how you could sell them without packaging?

(A) _____

(B) _____



Select a product that is in a package. (It may be a candy bar, a bar of soap, a bottle of aspirin or any other product.) Inspect the package carefully.

* Why was the product packaged? _____

* List the kinds of information given on the package including:

--product name _____

--description of contents _____

--name and address of manufacturer or distributor _____

--quantity in package _____

--brand name _____

--other information _____

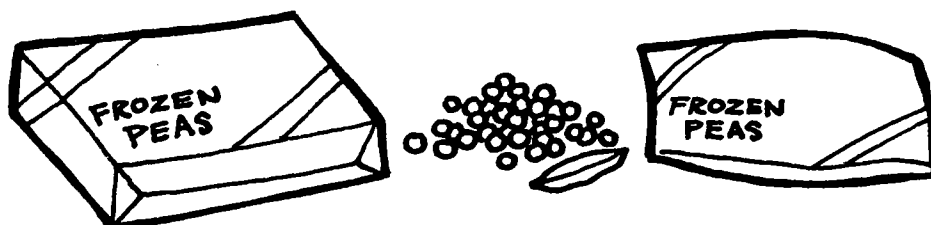
* If there were no packages or containers where would this information be found? _____

Packaging Influences Cost

Conflicting claims are made regarding the cost of packaging. Evaluating and determining the cost of packaging is complex because many different things need to be considered.

Materials and labor are necessary to manufacture packages and both do cost money. However, the relationship of the package to the product is very important. The package may enable a product to be sold in a form otherwise not available, for example, aerosol hair spray. The package may enable a product to be sold in a less expensive form than would otherwise be possible, for example orange concentrate. In other instances, packages are used when they may not provide any benefit. Therefore, it depends on how the package is used whether it saves money or increases cost. Let's look at some examples. (Fill in information about the following 3 kinds of packaging.)

(A) Frozen peas.



* Why is a package needed; what purpose does it serve?

* Could you buy frozen peas without a package? _____

* Visit a supermarket. Compare the cost of frozen peas with the cost of fresh peas. _____

* Why is there a difference in price? _____

* Which product is available throughout the year?

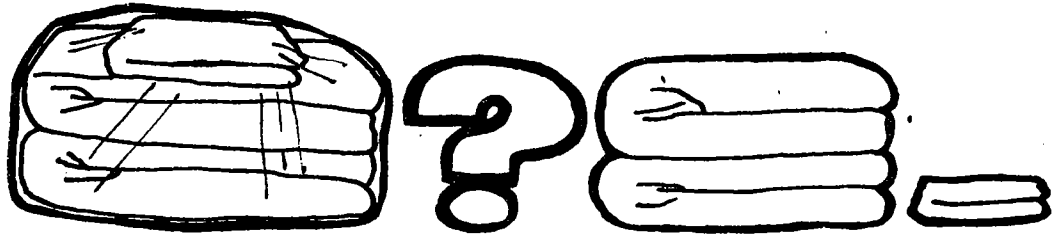
_____ fresh peas _____ frozen peas.

* Do you think the package increases the cost of frozen peas? _____ Why? _____

(B) Let's take another example?

TOWELS AND WASHCLOTHS

TOWELS AND WASHCLOTHS



Two towels and 2 wash-
clothes are packaged as
a gift set.

Towels and washclothes
are unpackaged and sold
separately.

- * How can you compare the quality of the packaged product with the unpackaged one? _____
- * If you are shopping for a gift would you be likely to need a box for wrapping if you brought the packaged set?

- * If you wish to buy only one towel and a washcloth, would the packaged set allow this choice? _____
- * Which towels and washcloths ensure a matched set? _____
- * Why do you think the towels and washcloths were packaged together? _____
- * How would you describe this type packaging?
(a) helpful _____ (b) undesirable _____
(c) depends on your individual need _____
(d) not sure _____
- * Do you think packaging increases the cost of this product?
_____ Why? _____

(C) Sheets are often sealed in plastic packages. This keeps them clean. It keeps dust off and eliminates the shelf worn problem. Packaging keeps customers from handling the sheets and from unfolding and leaving them in a disorderly fashion. The package gives information about the product. However, plastic requires petroleum in the manufacturing process. Since the merchant can keep the sheets in good condition longer packaging eliminates the need to reduce prices on shopworn ones. This means he does not have to increase the regular price of the sheets to cover losses resulting from having to sell some at lower prices.

* Do you think this type of package benefits:

_____ the merchant

_____ the consumer

_____ neither

* Suppose a store keeps sheets on hand only a few weeks before selling them. Would this affect the need for packaging? _____ How? _____

Packages Aren't Perfect

Packages and materials of which they are made are constantly being improved. Sometimes merchants and consumers do not agree on what they consider to be important in packaging.

Some people complain about the many different sizes of packages. Others complain about the variations in weight of different products in packages of the same size. Consumers sometimes complain because packages are not filled to the top. (This is called "slack fill".)

Find two boxes of cereal that are the same size, for example, raisin bran and puffed rice. Look on the front of the package and compare the weight of the two packages.

What are the two weights?

_____ cereal weighs _____
(type of cereal)



_____ cereal weighs _____
(type of cereal)

The difference in weight is due to the density of the cereal, one is heavier than is the other.

What would happen if you tried to put the same weight of cereal of each box? _____

(Tip: If two boxes are the same size, compare their weights. If one cereal is twice as heavy as the other, one box would have to be twice as large as the other to hold the same amount by weight.)

Why do you think that there often is a space left at the top of some packages? _____

To find the answer, open a new box of ready to eat cereal, and pour it into a bowl. Then, pour the cereal back into the box. What happens? _____

Why is head space left in many containers? _____



Packaging Influences Sales Appeal

Suppose you and several of your friends are making brownies for a bake sale. What would you do to try to get people to buy your brownies instead of the others? Would you cut them into squares and place them side by side so it will look like a large number of brownies; or, would you stack them neatly into a small, tight package?

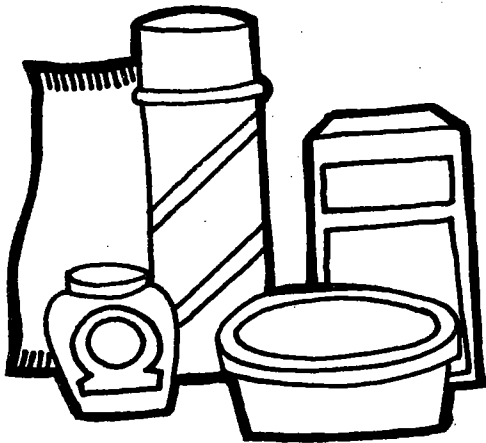
Would you use a transparent cover so shoppers could see how good they look - or would you wrap them in brown paper with the word "brownies" written across the top of the package? _____

Visit your local supermarket. Inspect the packaging to see how it influences sales appeals:

* Tell how the goodies are displayed in the deli section.

* Describe how the packages of fresh fruits and/or vegetables are displayed? _____

* Look at the pictures on the side of a can of food. Why are the pictures colorful and appealing? _____



Packages become the salesman for most products. Studies show appearance of packages greatly influence consumer buying decisions. For example, food packages with appealing pictures sell easier than those in plain packages with only the required information printed on them.

Developing a new package takes time, usually several months or longer. If special features must be included it may take several years to perfect the package.

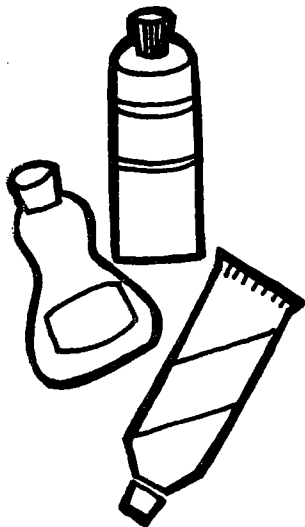
The design is the first step in developing a new package. Selecting the materials to use comes next. Sample packages are developed and tested to see if they give the required protections and fulfill the other requirements. The new package is then test marketed in selected locations. Consumer reactions to the new package are evaluated to see if people like it and will buy it. If not, the package is either redesigned or discarded. If the test market is successful, then machinery is refined and mass production starts. Some companies buy their packages from other manufacturers. Others make the packages they need for their own products.

The color, design and art work on a package are important. Bright colors attract attention. Colors must be pleasing and not misleading. For example, a few years ago a company marketed white sugar in a brown container similar to a milk carton. Although the label said "white sugar," most shoppers thought it was brown sugar because of the color of the package. The package was discontinued.



Some people think that manufacturers sell products in too many different sizes, making it hard to compare prices. Other people point out that there are many different kinds of shoppers, each with their own unique needs and demands. For example, if you were shopping for only one person would you want to buy a 36 ounce carton of cottage cheese or would you prefer to have the choice of a 12 ounce, 24 ounce or a 36 ounce carton? _____

* Visit a drug or discount store or a supermarket. Count the number of different sizes containers of liquid shampoo. How many were there? _____



* Were the containers different sizes - or were there different amounts of shampoo packaged within the containers? _____

* Did you have difficulty deciding if some containers were the same size because of design? _____

Why? _____

* Did some containers that appeared to be larger actually hold less than other containers that looked smaller? _____ If so, describe (or draw the design) of two containers that looked larger and one that appeared smaller. _____

* What does this tell you about relying on appearance as the major consideration in selecting a packaged product? _____

