

Name _____ Date _____ Period _____

Packaging and Labeling

Packaging

•The _____ for a product

Functions of Packaging

- _____ the product
- Defining _____ – invokes prestige, convenience, or status
- Provides _____ – _____ symbols, contents, guarantees, _____, potential hazards
- Meeting Customer Needs – _____
- Ensuring _____ – plastic instead of glass, _____ packaging, blisterpacks, _____ containers
- _____ the Product – during _____, storage, and display. Protects _____ from _____. Helps _____ shoplifting

Contemporary Packaging Issues

- _____ Packaging – reusable, _____, less wasteful, and _____ for the environment
- _____ Packaging – to promote non-product issues such as _____ and _____ -
- Ex: Body Shop, Ben & Jerry's

Labeling

•A label is an _____, or imprinted message _____ to a product

A labels main function is to _____

_____ Label – gives the brand name, etc.

_____ Label

- Information about _____, other features

_____ Label

- States the _____ – AA, A, B

Ex: _____

Labeling Laws

- Many package labels must meet _____

- FDA _____ – requires nutritional info, _____ and defines descriptive terms such as _____ and “reduced” to make them consistent on all products

- FTC – _____ – monitors for _____ advertising that is _____ including guidelines for _____ like “recycled” or “biodegradable.”