

THE IMPORTANCE OF PACKAGING

1

PROTECT AND PRESERVE

To increase shelf life of the product while maintaining the quality and appearance.
Examples of food packaging: paper, plastic, glass, cardboard and films.
(available in various shapes and sizes)



2

PROMOTE

To capture the attention of customers and stand out from the rest as first impressions count.
For example, use design elements and effects, like colours, words and clear graphics.



3

CONVENIENCE

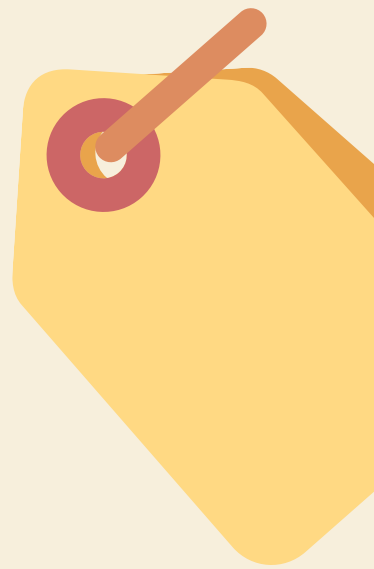
For anyone handling the food product up to the customers consuming the product.
For example, ready to eat upon purchase, easy to open, convenient to consume, and easy to dispose of.



4

COMMUNICATE

To inform customers about the product information, instructions and brand.
For example, list of ingredients, nutritional data, production date or expiry date.



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