



# Product packaging

- **The packaging is designed to keep the product stored safely.**  
It might have to keep the contents airtight (eg, potato chips). The packaging may need to prevent a young child from opening it (eg, dishwashing powder).
- **The packaging is used to advertise or promote the product.**  
This makes the product stand out in the store or supermarket, and helps persuade consumers to buy it rather than another brand.
- **The packaging gives the consumer information.**  
It could tell the consumer:
  - what is in the product, eg, food products list all the ingredients
  - how much of the product is in the package, eg, content by weight
  - nutritional information, eg, kilojoules of energy, fat content etc
  - how to use the product, eg, how long to cook it
  - special information related to safety or health, eg, if it is something like a cleaner it could describe what to do if it is accidentally swallowed.
- If the product is a food product it may contain dates like the date of manufacture or a 'best use by' or 'best before' date.
- The packaging may have price details but this is not very common. Price details are likely to be contained in the bar coding of the product.
- The packaging could include guarantees of freshness or quality and provide an invitation to write to the manufacturers if the product is unsatisfactory. This information is provided to give the customer confidence in the product.

