Packaging and its Importance

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Nowadays, along with the increasing expensive product, the cost of packaging is also increasing because the packaging is attracting more attention to the customers than the product. Packaging is a means by which customers can be easily attracted towards the product, some products we buy only by looking at the packaging design or some product packaging is not good, we may not buy that product. The inside of the packet is very good but our mind is only towards the attractive packaging and we build trust on the expensive product because of its good packaging.

Packaging ensures the safety of the product which is meant to be distributed in the market for the purpose of material sale, storage, use, etc. Usually it enables the process of design evaluation and production of packages, boxes, bottles, bags, envelopes, wrappers of some common packaging products. And container is included. The demand for the product is increasing due to packaging and many companies have started finding ways to sell their products through better design and packaging. Attractive packaging design not only increases the demand for products but also attracts new consumers helps to draw attention.

Most products require some form of packaging to protect and prepare them for storage, distribution, and sale. But packaging design can also communicate directly to consumers, which makes it an extremely valuable marketing tool. Every box, bottle and bag, every can, container, or canister is a chance to tell the story of a brand.

Packaging designers create concepts, develop mockups and create print-ready files for a product. This requires expert knowledge of print processes and a keen understanding of industrial design and manufacturing. Because packaging design touches so many disciplines, it's not uncommon for designers to find themselves creating other assets for a product such as photography, illustrations and visual identity. While designing the packaging, it is important to have complete knowledge of the product, on the basis of which it becomes easy to understand and design. Seeing it, we do not understand what is inside it and we should not bring any wrong product to our home in confusion. This removes the confidence of the consumer from that product; he does not buy that product next time and also advises his people not to buy that product.

The color of the packaging is decided on the basis of the product, as if there is a baby product, then very bright colors are used in it, similarly if a product is being prepared for the new born baby, then very light colors are used for it. Due to the bright color, children are quickly attracted towards the product, due to which the product starts selling fast.

Packaging from a historical perspective

Packaging has been used in some form or other since the first humans began making use of tools. Animal skins and hollowed-out fruit husks were used to carry water, and grasses were woven into baskets and panniers to provide a useful way of keeping together and carrying goods. Probably one of the first examples of 'packaging' to preserve foods was the use of leaves to wrap meat when the tribe was on the move and the source of the next meal was unknown. As tribes became less nomadic and settled to farm the land, there was a need to store the produce. Clay pots met this need and archaeological evidence dating to 8000 BC shows large wide-mouthed jars being used for grains, salt, olives, oils, etc. The discovery that sand could be fused at high temperatures and made into bottles and jars increased the possibilities for storing and preserving liquids such as oils and perfumes. Both clay pots and glass containers were also used for their decorative qualities, as in the painted amphora given as prizes in the early Olympic Games from 700 BC. As townships and cities developed and men and women became skilled in crafts beyond immediate needs, trade between cities, countries and continents developed, no doubt spurred on by the spirit of exploration which we still see today. Animals were harnessed to carry goods across the trade routes using an assortment of woven grass panniers, wooden barrels and casks and the same types of pack were used in the local markets. Thus the concept of using packaging as a convenient means of transporting goods, and to some extent in protecting and displaying them, was established, albeit that this was at the bulk level rather than with any apparent consideration of what the final consumer wanted.

Environmentally responsible packaging

There is no such thing as a good or bad pack and there is no such thing as environmentally friendly packaging. A pack should only be considered in conjunction with its contents. Every human action has the potential to cause damage to the environment (that is to say every action can have an adverse environmental impact). In many cases, the product is more environmentally damaging than the packaging and both product and packaging must be considered. The pollution caused by a litre of milk spilt down at the surface water drain far outweighs the damage caused by an HDPE milk container in a landfill site. However, the use of the correct packaging can prevent the spillage and resultant pollution of milk and an HDPE milk container can easily be recycled. An environmentally responsible pack is one that gets the product from production to consumption with minimum use of materials and energy, generating the least amount of waste. In summary, environmentally responsible packaging should:

Be resource-efficient throughout the distribution chain

Prevent product wastage

Optimize packaging materials and energy

Different Types of Packaging

• Anti Production Packaging : The function of anti production packaging is to protect the product from high risk environment due to which the product inside the packaging does not survive for a long time and it gets spoiled quickly like chips, salty, biscuit, oil etc. Helps prevent product from being exposed to different age zones. In addition, this packaging can be used in scenarios such as long-distance shipping, long-term storagemetal items, and metals that are sensitive to corrosion.

• Brand Packaging: Brand is the belief of the consumer, like whenever a brand brings some new product to the market, the consumer buys its other product without thinking and builds his trust on it. Never gives up the trust of and only gives good product to the consumer and not replace that good product with bad product in new product. When we go to a supermarket in a shop, we put some new product on the shelf, due to which we forget our old

product and become attractive towards the new product and start using the new product without knowing it. While we know very well that our old product is right for us, then whenever we go to the market, buy the right product keeping in mind the brand of your product that is why the product is divided into brands.

• Attractive Packaging: Attractive packaging design attracts consumers very fast in the initial phase By showing any product 10 times better than it you can mislead the consumer and end up disappointing the consumer too, Due to which not only the sales of the product decline but the image of the brand gets spoiled and that image is not able to get out of the mind of the consumer and he never buys that product and also advises his acquaintances not to buy it. That is why along with having attractive packaging, good product should also be taken care of.

• Pharma Packaging: Pharma packaging, also known as truck packaging, is the packaging process used for pharmaceutical operators connected to production through distribution channels to the end consumer. Packaging of pharma products facilitates identification of prevention drug safety handling and distribution. The major role of pharmaceutical packaging is to provide solid and semi solid dosage forms in life saving medicine surgical instruments blood and blood products nutraceutical powder liquid and dosage form. This type of. packaging is involved in dosage delivery etc. .

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