THE FUNCTIONS OF PACKAGING:
(I PICT PD)

**P** – **Protection** – packaging protects products from getting damaged in transit.

**I** – **Informing** – information for buyers and users, including pictures, descriptions, information has to be included by law.

**C** – **Containing** – some products made up of tiny pieces (flat pack furniture), care must be taken to keep all the parts together.

**T** – **Transport** – must consider how packaging can be packed in bulk when on lorries. Must be easy to lift and move.

**P** – **Preservation** – many products need to be prevented from deterioration due to temperature changes.

**D** – **Display** – attractive packaging enables the user to find the product easily when stacked on shelves and advertise the product.

**Types of Packaging:**

- **BLISTER PACKAGING:**
  - Inexpensive
  - Durable
  - Clear/transparent
  - Cardboard backboard
  - Blister is vacuum formed
  - Used in point of sale displays

- **SKIN PACKAGING:**
  - Sealing a product between a layer of heated plastic and adhesive coated paper.

- **INSULATION:**
  - Polystyrene sheets provide effective insulation for products.
  - Bubble wrap is a good insulator.
  - Provides protection for fragile items.
  - Keeps temperature constant.