Wrapping Up

1. THE FUNCTION OF PACKAGING

- The functions of packaging are to:

A Contain the correct quantity of product and prevent leakage.

B Protect the product from contamination, the atmosphere and sunlight, pilferage (stealing) and damage. Protect the consumer from the product.

C Identify the product to the distribution system, the retailer and consumer. Show the legally required information, e.g. contents, ingredients, hazards, date marking, and production information, e.g. plant, shift, batch.

D Sell the product to retailers, distribution and production (grouping types of products together), consumer acceptability.

- When selecting packaging we must also consider:

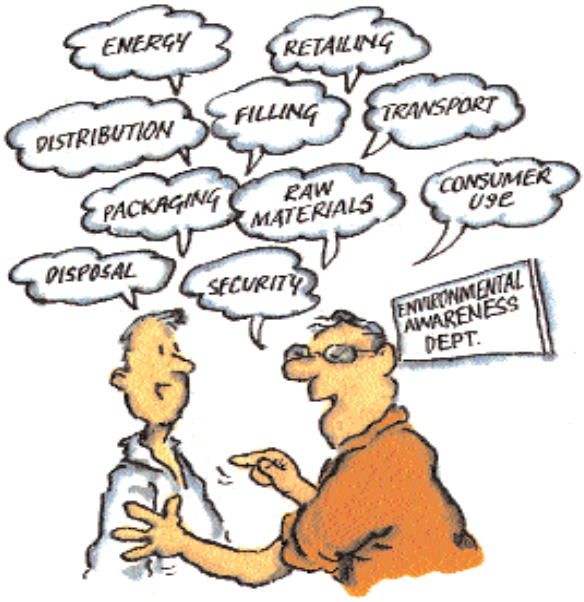
E Environment. Is the packaging returnable? Recyclable? Can we use recycled materials? How will it be disposed of?

F Cost. The cost of the package, package handling, equipment compatibility, line efficiency, secondary packaging, security, distribution efficiency, disposal or reclamation.

2. CHOOSING PACKAGING

- The type of packaging chosen for soft drinks is influenced by:
  - the type of drink.
  - how much of the product is to be consumed e.g. whether it needs to be resealed.
  - where it is to be sold.
  - the cost and final consumer price.
  - product identity and image.

- The form of packaging chosen must meet the functions of packaging, the various criteria affecting the product and the market, and consider the advantages and disadvantages of the various options.



3. REUSE AND RECYCLING

To measure how packaging affects the environment and to prevent wastage of resources, it is important to consider:

- the life cycle of the pack
- how any raw materials are obtained from their natural source
- the energy used to produce the packaging
- the packaging production process
- filling of the pack
- transportation of goods to the retailers (e.g. shops, restaurants and supermarkets)
- the addition of transport packaging to enable safe transportation
- storage and distribution
- retailing
- consumer use
- disposal

Other considerations include:

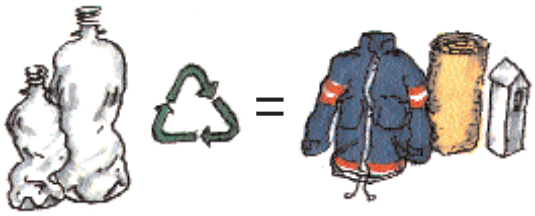
- 'Lightweighting' – reducing the raw materials used in order to minimise environmental impact. This is usually considered during the design process.
- Reduction of household waste. Packaging makes up 3% of total solid waste in the UK.
- Reuse and recycling. Studies have shown that no single type of beverage container or method of distribution is more environmentally sound than any other.

3.1 Recycling

All packaging used by the soft drinks industry can be recycled and is an excellent raw material with which to make other useful products. Therefore we all need to ensure that we recycle all the materials we can to save resources and money in producing future products. This is illustrated by the following examples:

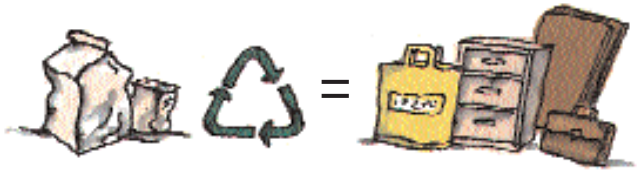
- Aluminium and steel cans are recycled and used with raw material to produce new batches of cans.

- Plastic bottles can be used to make fleece textile products, fibre filling and street furniture.



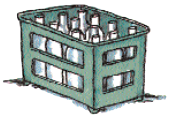
- Glass bottles can be reused or recycled for use in the production of new batches of glass.

- Paper and board is recycled to produce tissue, paper bags, chip-board, briefcases and office furniture.



3.2 Reuse

- Refillable bottles – traditionally the main type of packaging used by the soft drinks industry. However, demand has reduced, with Scotland accounting for the majority now sold in the UK.
- Returnable bottles are heavier and stronger than non-refillables because they must withstand the process of washing, filling and transit a number of times. For example in the pub trade a bottle is reused on average 12 times.
- Reusable bottles remain popular with the pub and restaurant trade.



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