

PACKAGING

Some foods have their own packages - like bananas.

Other foods have edible packages - like ice-cream cones.



But most packaging is neither natural nor edible.

And excess packaging is a huge problem as it creates towering mounds of garbage.

Let's take a look at a product's packaging.



Name of Product _____

Description of Packaging (e.g. type of materials, general amounts, etc.)

Role of Packaging: (Check as many as apply)

Protects the product _____



Protects the health of the consumer _____

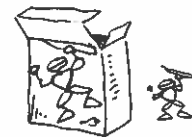
Provides advertising _____



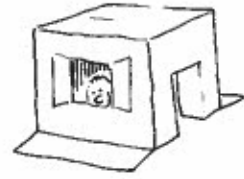
Promotes purchasing _____

Provides convenience _____

Makes product look larger _____



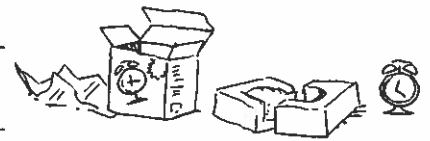
What parts of this packaging can be re-used?



What parts of this packaging can be re-cycled?



What parts of this packaging could be reduced?



Do a re-think on this package.

Design a new package for this product.

What materials will you use? Why?

What happens to those materials after the product reaches the home of the consumer?

