

Packing and packaging

Materials, materiali

Canvas, *tela*
 Cloth/fabric, *tessuto*
 Cardboard, *cartone*
 Earthenware, *terracotta*
 Polystyrene, *polistirolo*



bag



jute sack



bale



barrel



basket



bottle



can



carton



tin



jar



pot



box

Types of packing, tipi di imballaggio

Film, *pellicola*
 In bulk, *senza imballaggio*
 Modified atmosphere packing/vacuum, *sottovuoto*
 Padding, *imbottitura*
 Shrink bundled/wrapped, *avvolto*
 Wadding, *ovatta*
 Wirebound, *legato con fili metallici*



tube



parcel



tray



crate



pallet



chest/case

Packing and handling directions, Indicazioni per l'imballaggio e il maneggiamento dei pacchi

Clamp here, *afferrare con cinghie qui*
 Do not bend, *non piegare*
 Do not stock, *non impilare*
 Do not tumble, *non far cadere*
 Handle with care, *maneggiare con cura*
 Keep in cool/dry place, *conservare in luogo fresco/asciutto*
 Perishable, *deperibile*
 Protect from heat, *proteggere dal calore*



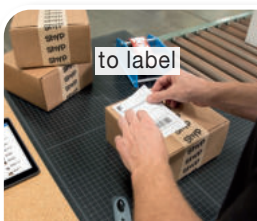
plastic bubble wrap



padded envelope



corrugated cardboard



to label



to tape



to seal



FRAGILE



KEEP FROZEN



corrosive



CAUTION TOXIC HAZARD



explosive



flammable

Packing verbs, verbi per l'imballaggio

To code, *mettere un codice*
 To cushion/pad, *imbottire*
 To load/unload/overload, *caricare/scaricare/sovraccaricare*
 To pack, *imballare*
 To strap, *fissare con cinghie*
 To tape, *chiudere con un nastro*



1 Match these definitions to a word from the list on the previous page.

1. It is a sheet of plastic containing bubbles of air that is used for protecting things.
2. It means to put material around something inside a container so that it does not move.
3. It is the action of sticking an instruction note onto a package.
4. It is a metal container that usually contains chemicals.
5. It is made of wood and it is the standard container for fruit and vegetables.
6. It is a container made either of glass or plastic with a narrow neck for liquids.
7. It is the standard cardboard container for small and medium-sized articles.
8. It is the usual package for textiles and skins that are pressed and wrapped in protective material.



2 Read the text and fill in with the missing words.

Packaging

Packaging: the 5th P in the Marketing Mix

The main aim of **1.** is not only to provide goods with the correct **2.** conditions from the time they are packed to their **3.**, but it also plays a role in **4.** them because it encourages **5.** to choose a product instead of another. Correct packaging is essential to achieve both these objectives, therefore, it should provide:

- **physical protection** from, for example, shock, vibration, compression, **6.** or cold and bacteria;
- **barrier protection** from oxygen, dust or vapour and any form of permeation;
- **bundling or grouping** single items in order to allow efficient handling and easy transport;
- **7.** **and instructions** on labels on how to use, transport, recycle, or dispose of the package or product;
- **marketing**, because package **8.** has a strong appeal on consumer purchasing decisions;
- **9.**, thanks to the use of anti-theft devices, such as RFID (radio frequency identification) or electronic tags, which prevent shoplifting;
- **convenience** in distribution, **10.**, stacking, display, sale, opening, reclosing, use, and reuse.

- | | | | |
|---------------------|----------------|---------------|----------------|
| 1. a. pack | b. boxes | c. packaging | d. protection |
| 2. a. environmental | b. climate | c. weather | d. hygienic |
| 3. a. sale | b. consumption | c. delivery | d. unloading |
| 4. a. publicity | b. selling | c. commercial | d. marketing |
| 5. a. retailers | b. competitors | c. sellers | d. consumers |
| 6. a. hot | b. warm | c. heat | d. temperature |
| 7. a. informations | b. inform | c. news | d. information |
| 8. a. drawing | b. designing | c. creation | d. invention |
| 9. a. safe | b. protection | c. security | d. protect |
| 10. a. handling | b. sell | c. move | d. handle |



3 PAIR WORK Discuss in which type of container and how these items are packed.

- | | | |
|------------------|------------------|--------------|
| 1. crystal vases | 4. mobile phones | 7. jeans |
| 2. paint | 5. vegetables | 8. crisps |
| 3. flour | 6. whisky | 9. tuna fish |



4 Read these instructions on how to handle and pack some products. What do you think they are? Discuss with your partner.

1. Protect the neck with a suitable padding and do not tumble.
2. Make sure it is stored away from heat and label it as highly inflammable.
3. Place item in a well-padded box of adequate size, tape it and handle with care.
4. Make sure the drum is well sealed and label as toxic.
5. Leave the bags on a dry surface and protect them from humidity.
6. Bottle into glass bottles and keep cool.