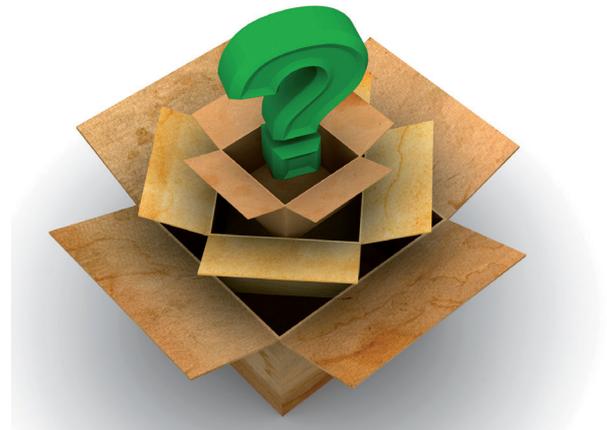


## Packaging, what is it?

**Packaging** is the artistic, scientific and technological skill of **wrapping**, enclosing or protecting products for distribution, **storage**, sale and final use. Packaging is an important part of marketing a product. It contains, facilitates **handling**, protects (e.g. it is **shock**-, water-, **dust**- and dirt-**proof**), preserves, transports, informs and finally helps sells the product. The intended purpose of packaging is to make a product **readily sellable** as well as to protect it against damage and prevent it from deterioration while in storage. The modern role of packaging is **broadening**, **arousing** attention and curiosity, furthering promotion and providing machine identification, such as **barcodes**, reporting essential or additional information and helping to make goods more user-friendly. Packaging is now generally regarded as an essential component of our modern life style and the way business is organised. It is an important part of the **branding process** as it plays a role in communicating the image and identity of a company.

Philip Kotler, an American marketing author, **consultant** and professor, author of over 40 marketing books, describes strategic marketing as serving as “the link between society’s needs and its **pattern** of industrial response.” Kotler defines packaging as “all the activities of designing and producing the container for a product.” The role of packaging

has dramatically evolved from the traditional function of protecting the product against dirt, damage, **theft**, **mishandling** and deterioration. This functional role is a requirement of all packages. In the modern era, packaging is also used as a marketing tool to promote the product, to increase visibility of the product on the shelf and to provide information to the customer. The communication function of packaging can be viewed in four ways. Firstly, the product’s packaging **draws** the attention of the consumer at the **point-of-sale** through its attractive design and colours; secondly, a package gives an indication of its contents; thirdly, a package can be a tool for educating the customer; finally, a package contributes to the **overall image** of the brand.



**to arouse:** *suscitare*

**barcode:** *codice e barre*

**branding process:** *costruzione del marchio*

**to broaden:** *ampliare*

**consultant:** *consulente*

**to draw:** *attirare*

**dust:** *polvere*

**to handle:** *maneggiare*

**to mishandle:** *maneggiare incautamente*

**overall image:** *immagine complessiva*

**pattern:** *modello*

**point-of-sale:** *punto vendita*

**-proof:** *a prova di; anti-*

**readily sellable:** *facilmente vendibile*

**shock:** *urto*

**storage:** *stoccaggio*

**theft:** *furto*

**to wrap:** *confezionare*

**1**  **Answer these questions.**

- a. Why is packaging a central element for marketing a product?
- b. What is the recent function of packaging?
- c. What part does packaging play in our modern lifestyle?
- d. Who is Kotler and how does he describe packaging?
- e. How has the role of packaging evolved?
- f. Name the four communication functions of packaging.



**2**  **Circle the correct option.**

- a. Thanks to packaging, products are
  1. sellable and protected.
  2. hard to open.
  3. all low cost.
- b. The modern role of packaging is to
  1. preserve the product.
  2. catch customers' attention.
  3. keep the products safe.
- c. Philip Kotler is an American
  1. sales manager.
  2. author of marketing books.
  3. philosopher.
- d. Water-proof means
  1. impermeable.
  2. water-resistant.
  3. Both are correct.
- e. In the modern age, packaging is used as a
  1. communication tool.
  2. distribution and storage system.
  3. simple container.