

# PRODUCT PACKAGING

Have you ever looked at the packets that your food comes in?  
*Let's try designing some of our own...*

**When you are working on this project, you will:**

- Explore why things come in packaging,
- Find out about what is included on food packaging,
- Design your own packaging for your favourite type of food!

The Kellogg brothers first used paperboard cartons to hold their cereal. Today, cardboard is used as packaging for thousands of different products.

Countries have very strict rules about the information that must be shown on food packaging.

Unboxing videos have become popular online. In these, people film themselves taking toys, gadgets and other products out of their packaging.

**This pack includes:**

- Examples of food packaging to look at,
- Information about what is usually included on food packaging,
- Templates that you can use to make your own packaging.

**If you enjoy this project, why not...?**

- Look through your food cupboards and think about:
  - What each packet is made from.
  - Why those materials have been used.
  - The colours and pictures shown.
  - The information written on them.
- Turn an empty cereal box inside out and decorate it.
- Create a poster to advertise your favourite food.



# Packaging comes in many different shapes, sizes and colours. It can also be made from different materials.

Food packaging should:

- Protect the food inside (from vibration, temperature and bacteria),
- Stop the food getting too wet, dry or dusty,
- Tell us what is inside,
- Appeal to people when they see it in the shops,



Why is tomato soup sold in a metal can? What is the wrapper made from?



Why is this bottle transparent?  
What is written on the label?

Look at the cereal box below. What is written on the outside?

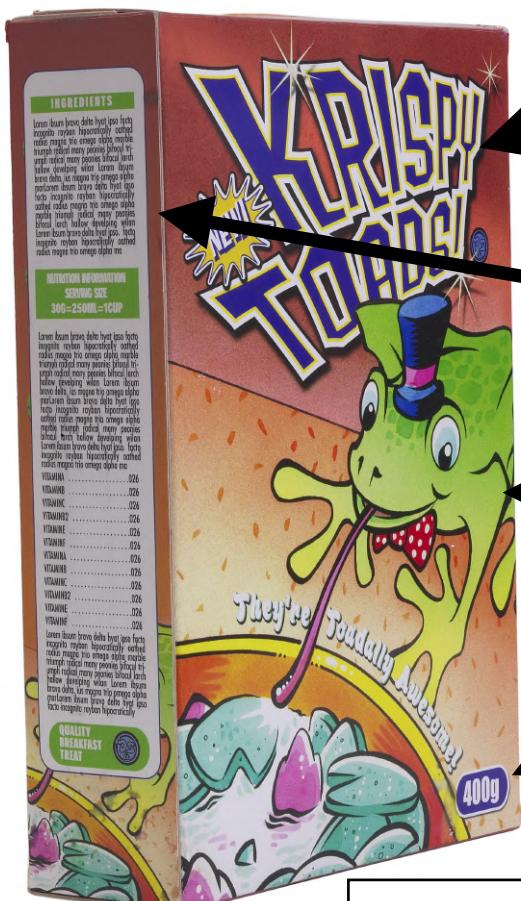


How do we know what is inside this pot?  
What does the front of the packaging tell us?



Look at the design of this packet. How have the designers tried to make it appealing?

Look at some food packaging in your home.  
Can you find these different types of information on your product?



**Name of Product**  
What is inside the packet?

**Ingredients**  
What is the product made from? This list may also show food allergy warnings.

**Pictures**  
Eye-catching images are designed to appeal to people browsing in a shop.

**Quantity**  
How much of the product is inside?

**Best Before**  
This tells us how long it will be until the product may not be at its best. It should be safe to eat but might not taste as nice.



### Nutritional Information

This tells us how healthy the product is. A 'traffic light' system might use colours to show this information.

Food packaging might also tell us the name (and address) of the company who made it, a 'helpline' telephone number, storage conditions and instructions for use.

Per serving:  
% of adult's reference intake.  
Typical values per 100g: Energy 4530kJ/750kcal



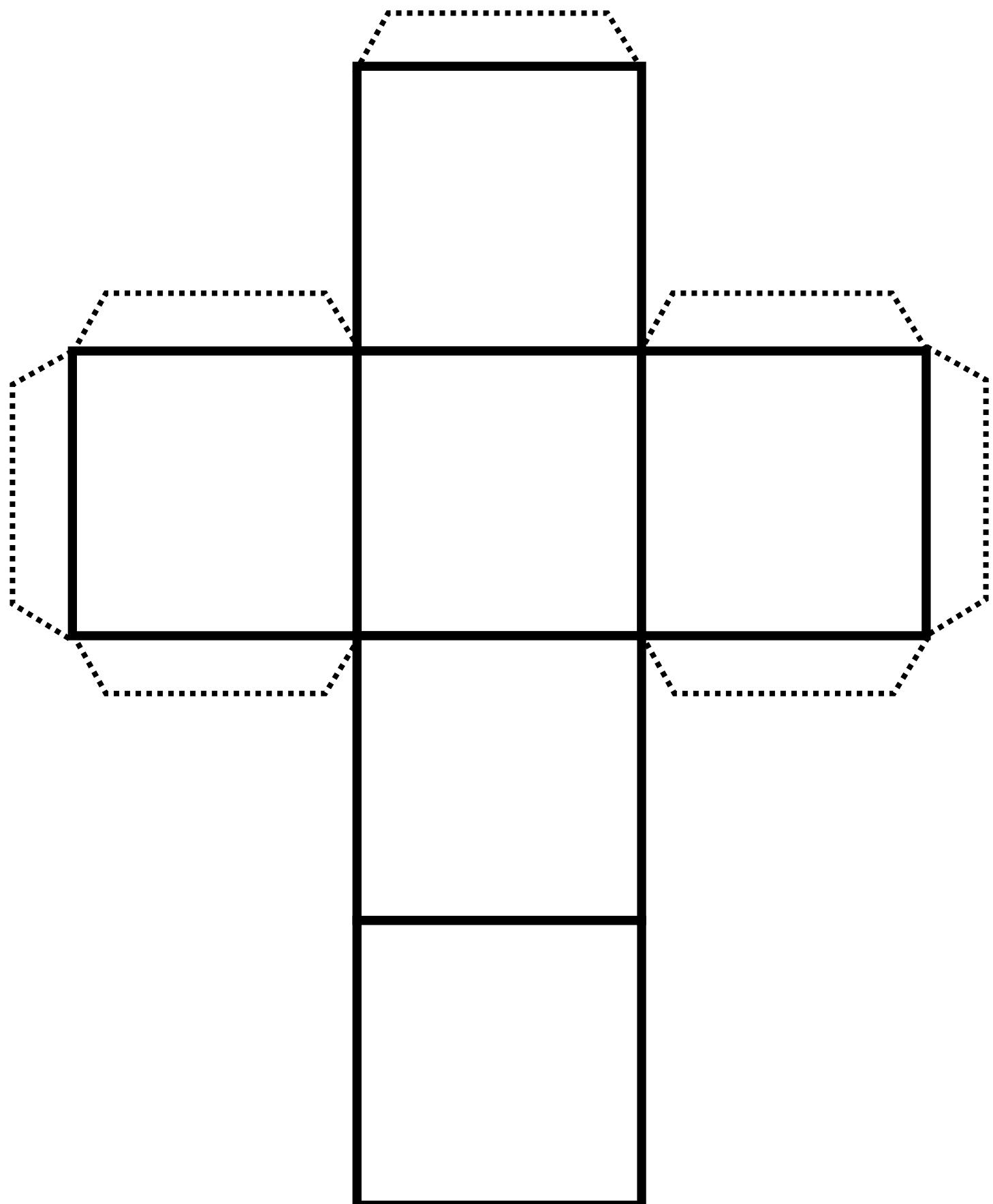
Per 90g cereal:  
The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



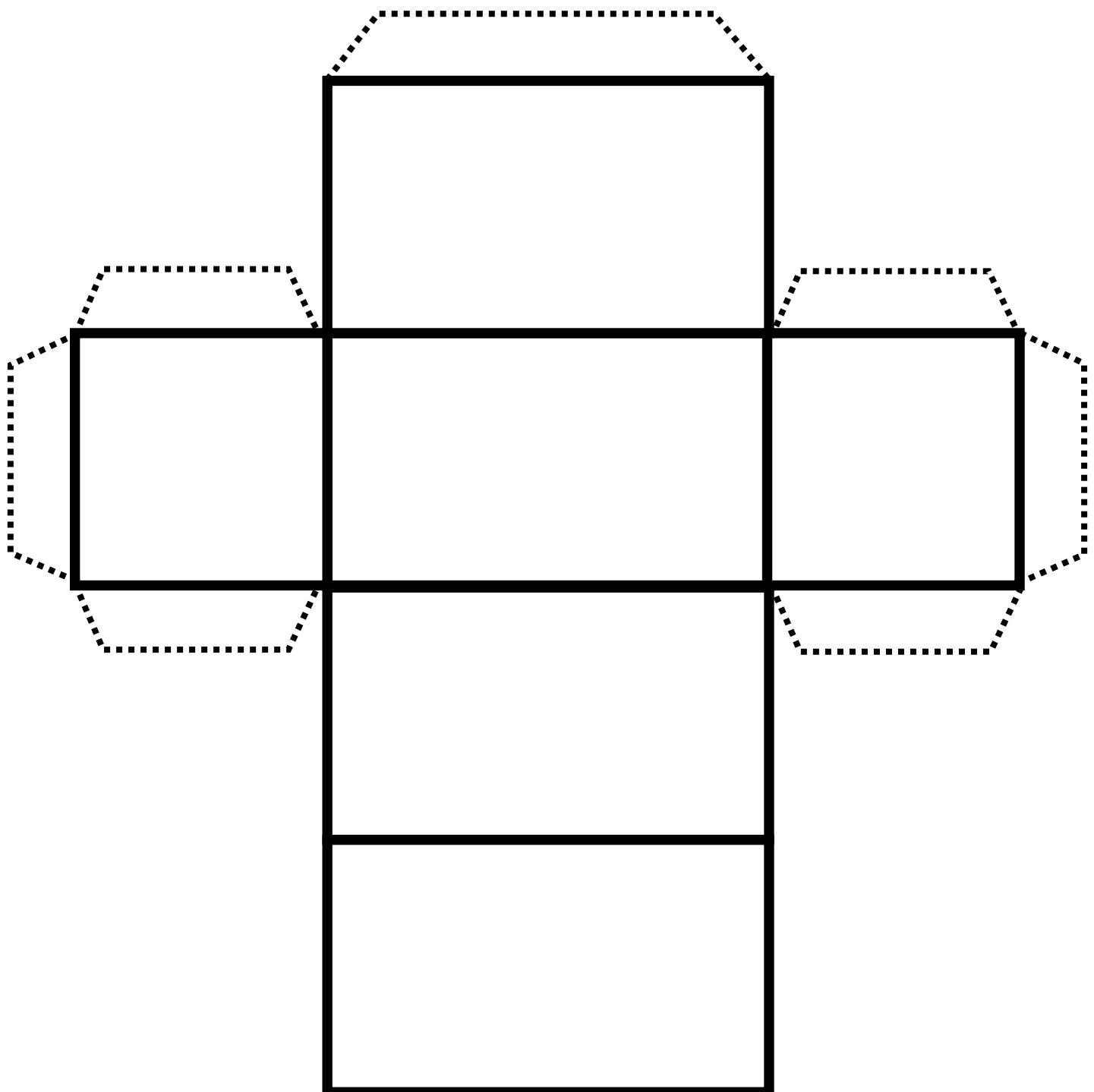
Now design some new packaging for your favourite food using the templates on the following pages.

Remember to include some of these features!

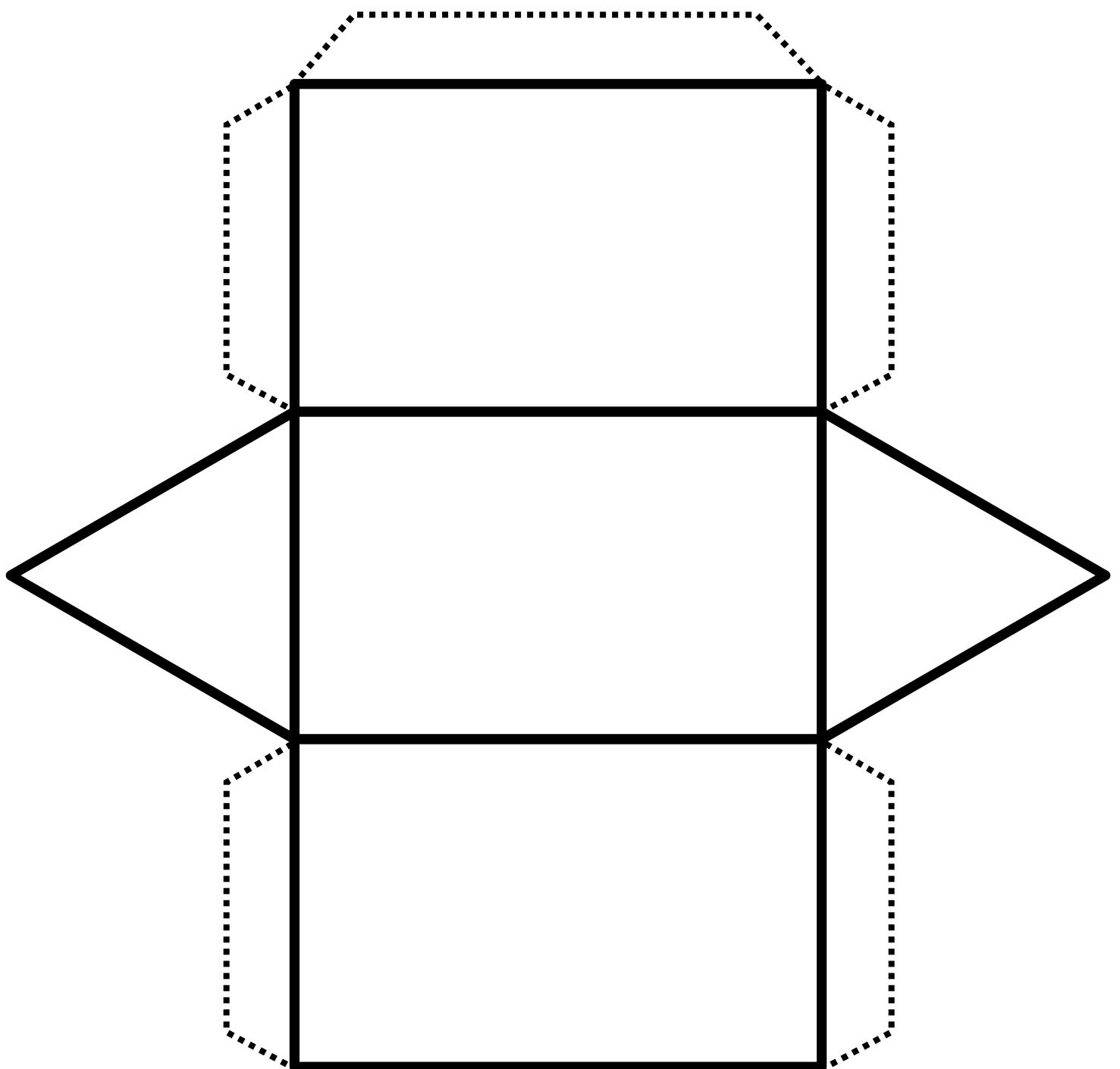
# Cube



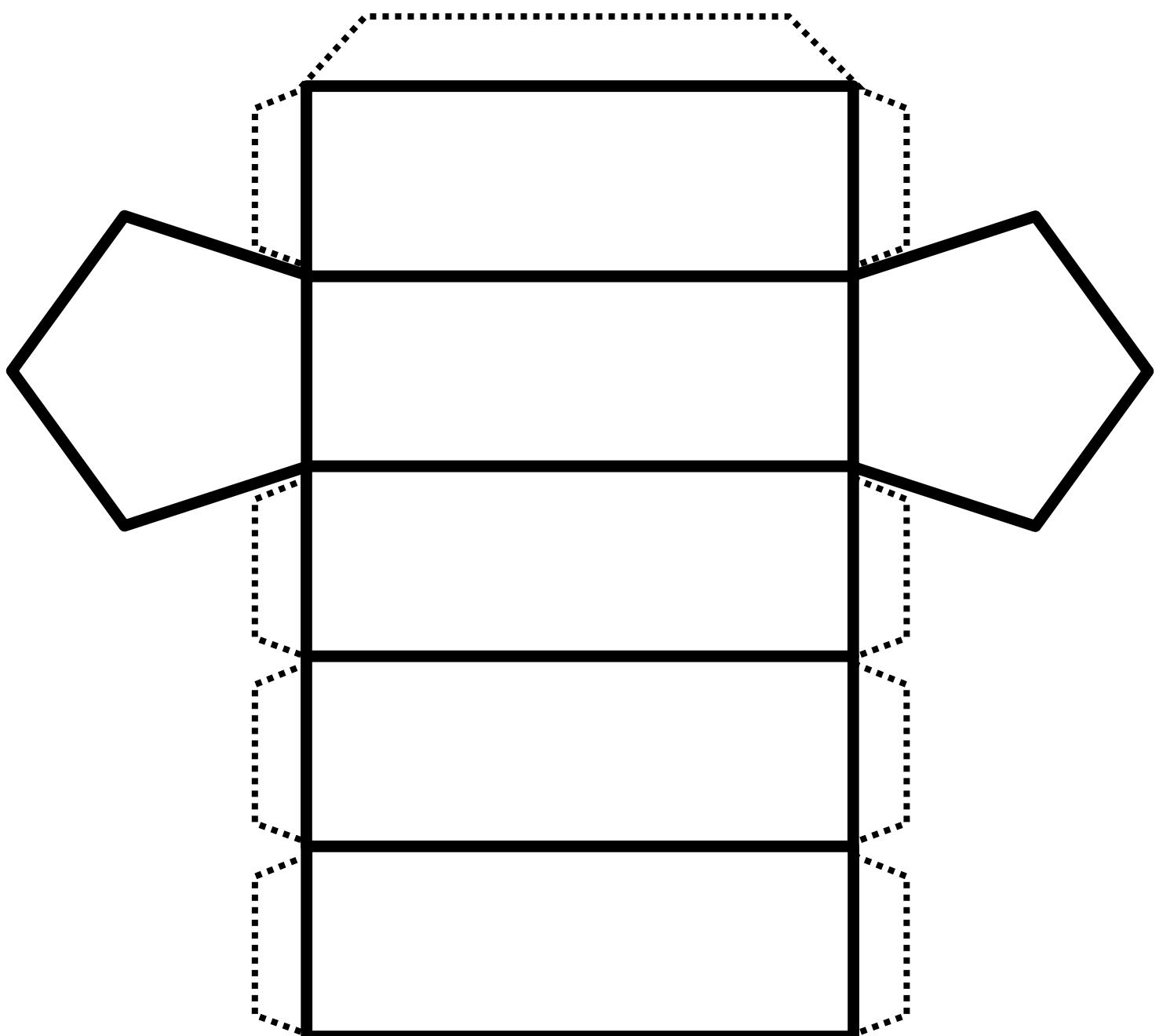
# Cuboid



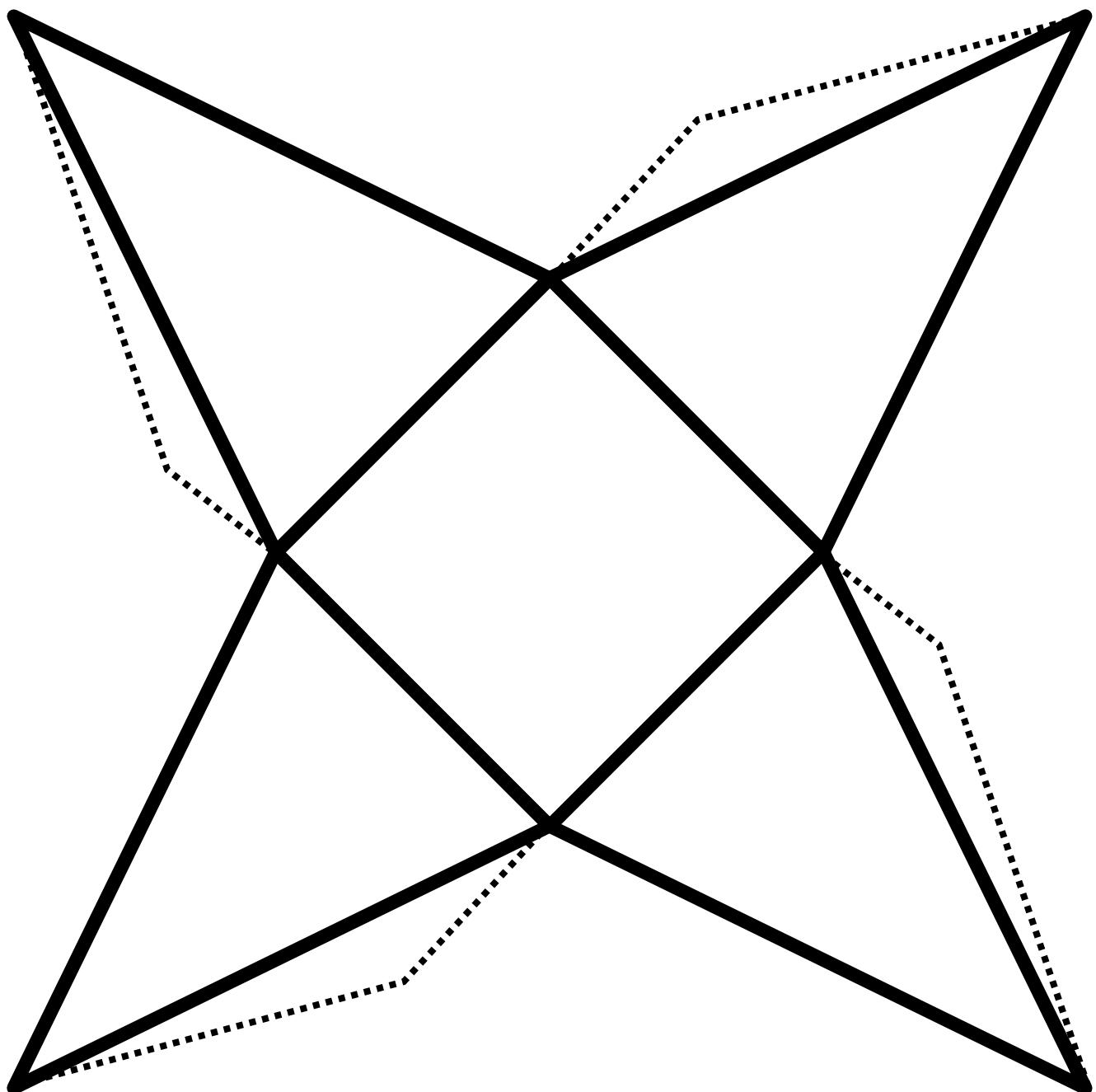
# Triangular Prism



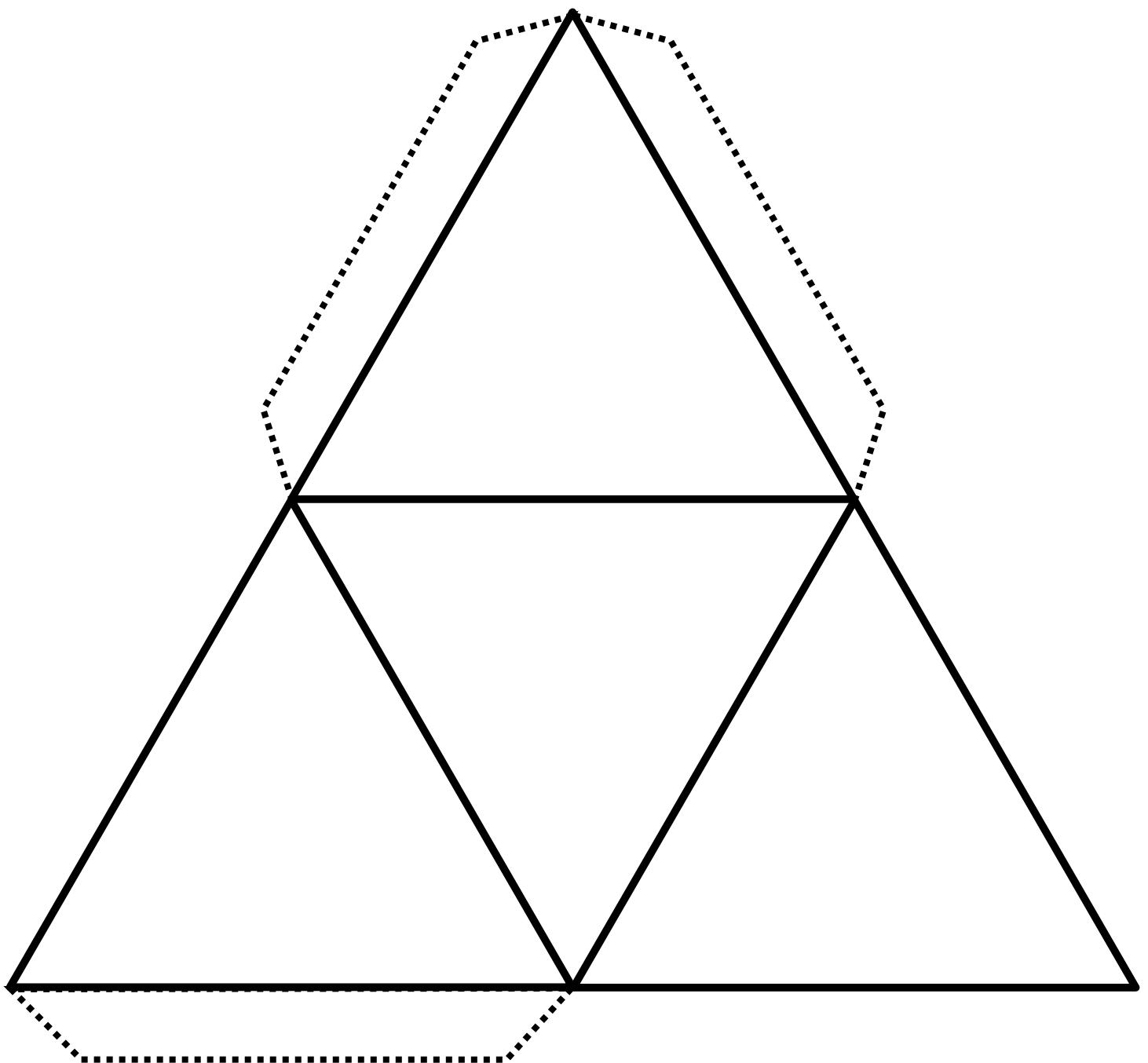
# Pentagonal Prism



# Square-based Pyramid



# Tetrahedron



# Octahedron

