

How packaging changes to meet society's needs

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Packaging is not a recent phenomenon.

Packaging is an activity closely associated with the evolution of society and, can be traced back to human beginnings.

How packaging changes to meet society's needs

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Now, milk delivery from glass bottles to a variety of plain and aseptic paper cartons, plastic bottles and flexible bags;

Tomorrow, how milk will be delivered?

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1. The trend toward more intensive marketing
 - marketers aimed at lifestyles, emotional values, subliminal images, features, and advantages beyond the basic product itself;
 - the package has become the product, and occasionally packaging has become entertainment.

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Packaging and the Modern Industrial Society

1. Why packaging is important to our food supply

- Food is organic in nature (an animal or plant source);
- One characteristic of such organic matter is that it has a limited natural biological life.

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2. Freedom from geographical and seasonal food production

- Most food is geographically and seasonally specific.
- In a world without packaging, we would need to live at the point of harvest to enjoy these products, and our enjoyment of them would be restricted to the natural biological life span of each.

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3. The United Nations and packaging.

- The less-developed countries do not have adequate land to raise enough food.
- Food goes beyond its natural biological life, spoils, is lost, is infested with insects or eaten by rodents, gets wet in the rain, leaks away or goes uneaten for numerous reasons, all of which sound packaging principles can prevent.
- In a poor economy that can afford no waste, no industries recover secondary value from food by-products.
- Packaging is perceived to be a weapon against world hunger.

The Modern Packaging Industry

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3. Other organizations having a major impact on packaging activities

ISO :International Organization for Standards

ASTM :American Society for Testing and Materials

TAPPI :Technical Association of the Pulp and
Paper Industry

ISTA :International Safe Transit Association