

# **DEVELOPING PACKAGING FOR EXPORTABLE PRODUCTS**

**BY**

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# Outline

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- What is packaging
- Functions of packaging
- Levels of packaging
- The packaging materials
- Factors that influence packaging requirement for export



# Packaging

- Packaging of product or packaging design is a technology or science that deal with conceptualization of an ideal to ensure that products or produce are handle in appropriate condition from the producer to the end user while ensuring safety and shelf life of the product.



# Packaging cont.

- Packaging comprises of the different component of activities which is complex and it must be followed systematically based on consumer approach
- It is also dynamic in nature which keep evolving in line with the global trend as well as changing the perception of the product.



# Packaging cont.

- Packaging design is another aspect that involve developing a concept for efficiency and attraction to consumers.
- The functionality of any packaging materials depend on the design that warehouse the product for protection.
- Products must be well packaged and labeled. A well packaged products sales more than a high quality product with poor packaging





# Functions of Packaging

```
graph TD; A[Functions of Packaging] --> B[Protect the product]; A --> C[Communicate Symbolically]; A --> D[Provide Customer Convenience]; A --> E[Promote the Product];
```

**Protect  
the product**

**Communicate  
Symbolically**

**Provide  
Customer  
Convenience**

**Promote  
the Product**

# Levels of Packaging

```
graph TD; A[Primary packaging  
i.e. immediate material in contact with the product] --> B[Secondary packaging  
i.e. second material in contact with the product]; B --> C[Tertiary packaging  
i.e. third material in contact with the product  
e.g. pallets or containers];
```

## **Primary packaging**

**i.e. immediate material in contact with the product**

## **Secondary packaging**

**i.e. second material in contact with the product**

## **Tertiary packaging**

**i.e. third material in contact with the product  
e.g. pallets or containers**

# Levels of Packaging

**Primary packaging**



**Secondary packaging**



**Tertiary packaging**



*Primary packaging is critical for branding and protection on the shelves. Secondary packaging is critical for protection and branding during transit.*



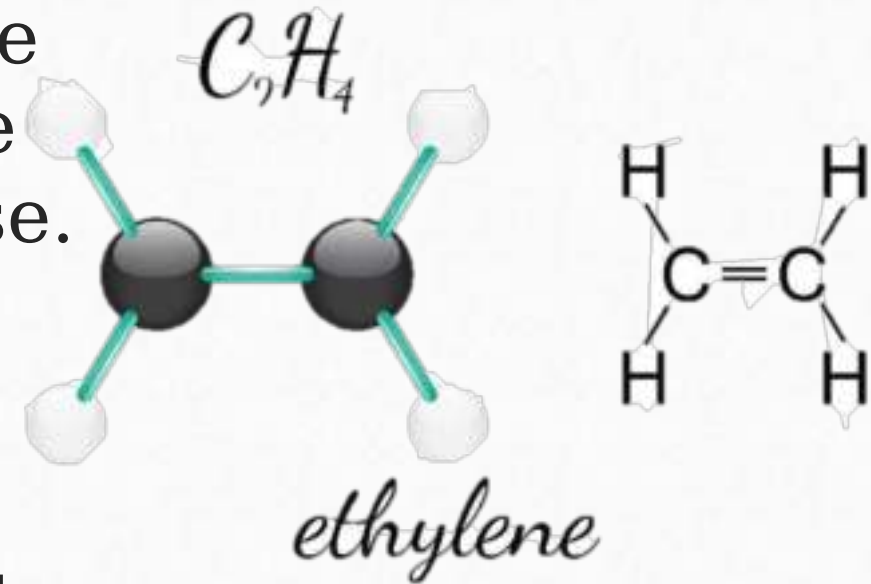
# The Product

- Understand the product
- Understand the characteristics of the products i.e. the properties
- Spoilage Factor i.e. moisture, climate, micro-organize etc.
- Sorting , grading etc.



# Packaging Material

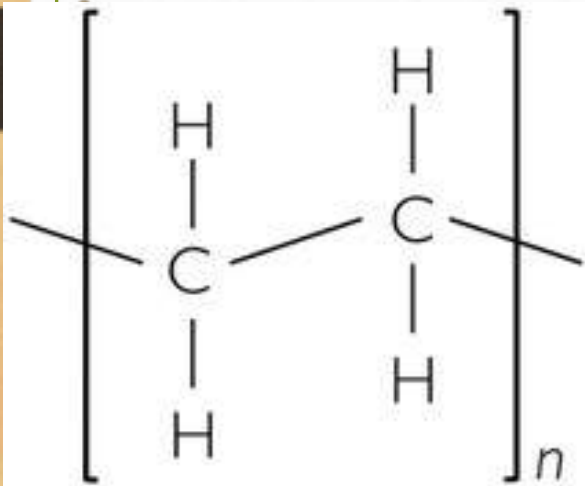
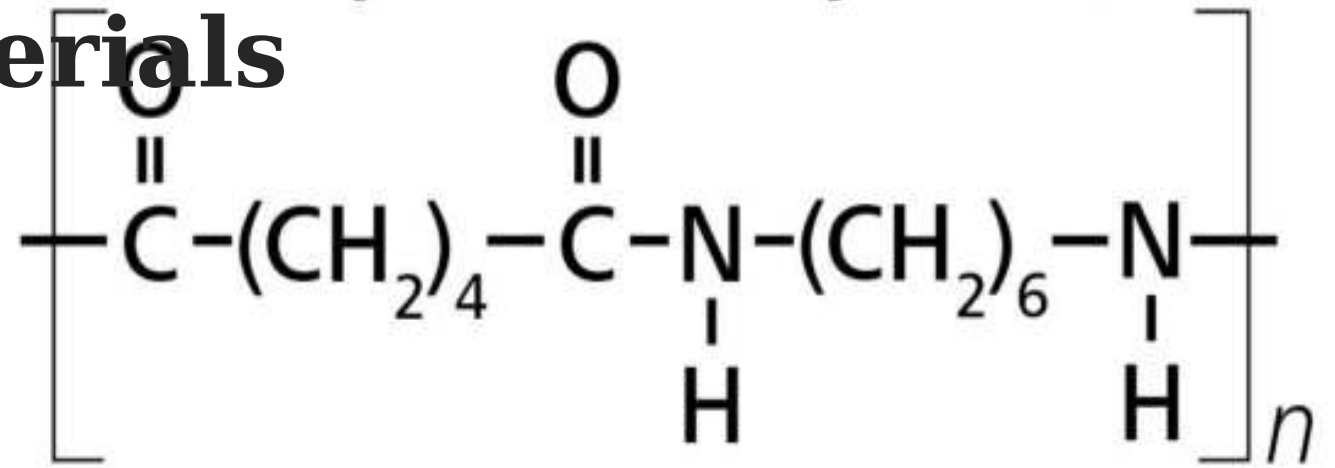
- Packaging materials is one aspect of packaging which is complex in nature which can only be identify when product is available because material / product determines the type of packaging design to be use.
- Plastic material for example -



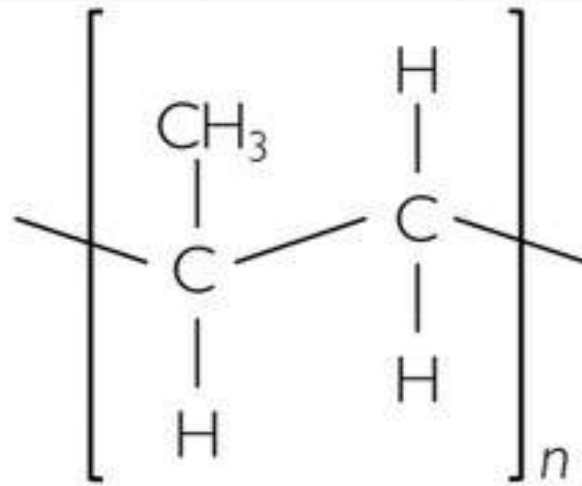
materials, such as Polypropylene (PP), Nylon, etc., BOPP

## Other plastic materials

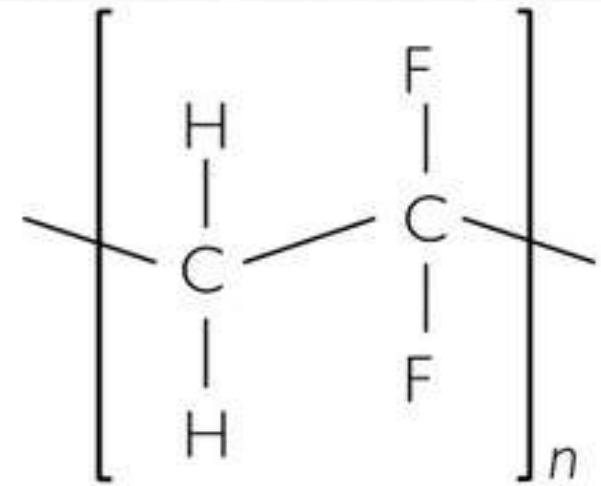
Polyamide 66 (Nylon 66)



Polyethylene



Polypropylene



Polyvinylidene fluoride

# Packaging Materials

- The packaging materials varies from product to product depending on the end users
- The producers must understand the component of the material



# Properties of packaging materials

- There is the need to understand the properties of the packaging materials; -
  - Physical properties
  - Chemical properties
- Understanding the compatibility of material and product
- Environmental factors on the materials etc i.e. Biodegradable or non-biodegradable



## Mechanical behavior of packaging material:



# **Factors that determines packaging materials requirement for export**

- Product component
- Product sizes/shape
- Dimension/Weight
- Transportation
- Climatic condition

# Other factors influence packaging materials for export

**Market requirement** - Marketing requirement is also a factor that influence packaging materials and handling;

- Is the packaging material and the colour acceptable by the consumers or buyers
- Is the graphic design and the information contained on the label sufficient for marketing strategies
- Language; is it dual or multiple



# Nature of Market

A



B





# Nature of Market





# **SAMPLE OF PACKAGING MATERIAL**

**Previous packaging**



**Current packaging**









**STOP** asking...

*What will make our export  
Grow?*

**START** asking...

*What is stopping/keeping us  
from Export?*



THANK YOU  
FOR  
LISTENING



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