

this is an
INTRODUCTION
to various facets of
PACKAGING & SUSTAINABILITY
(& some things about systems too!)

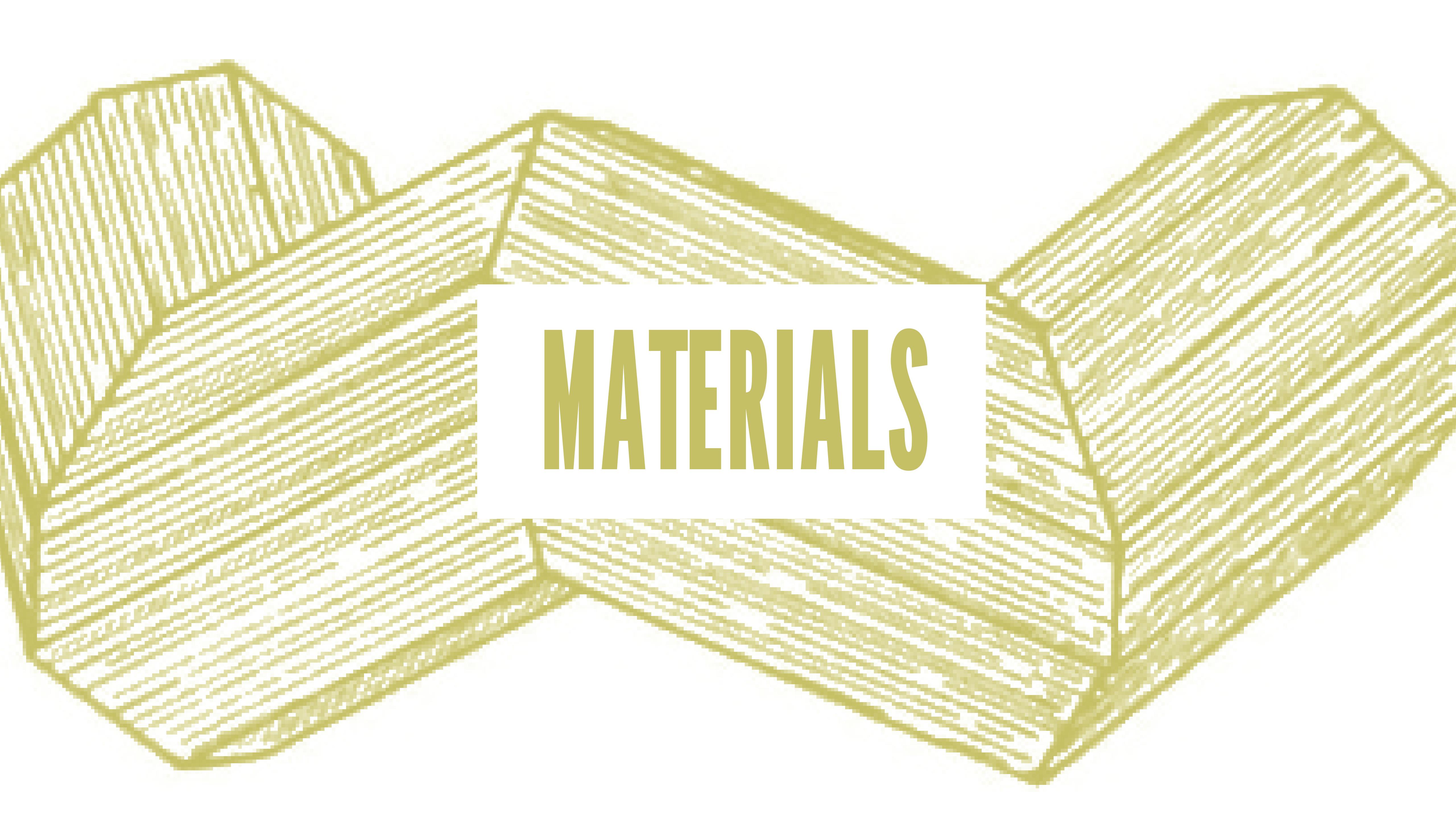
MORE
THAN
JUST
BOXES

PARTY IS
LABETY



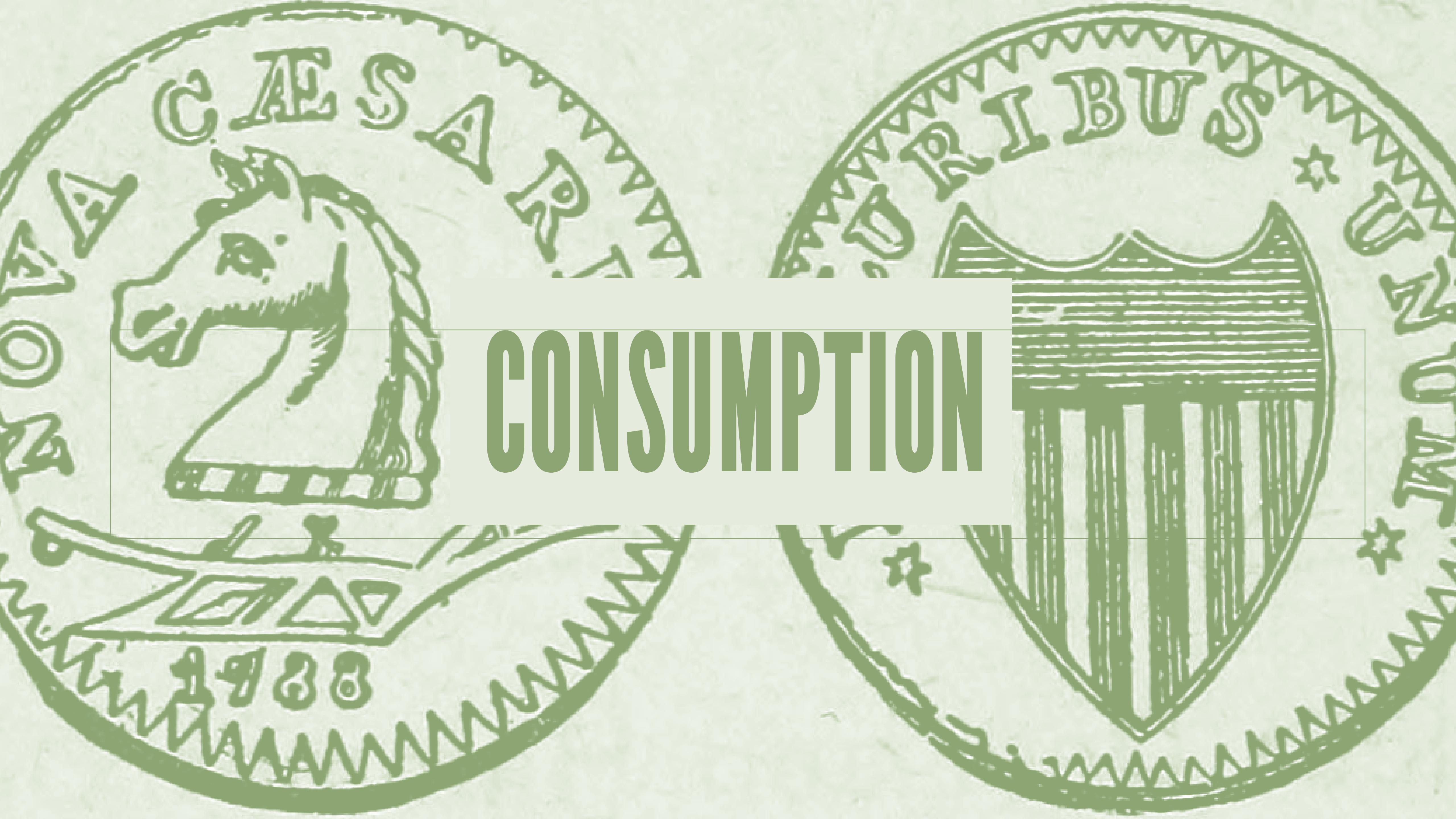


AESTHETICS

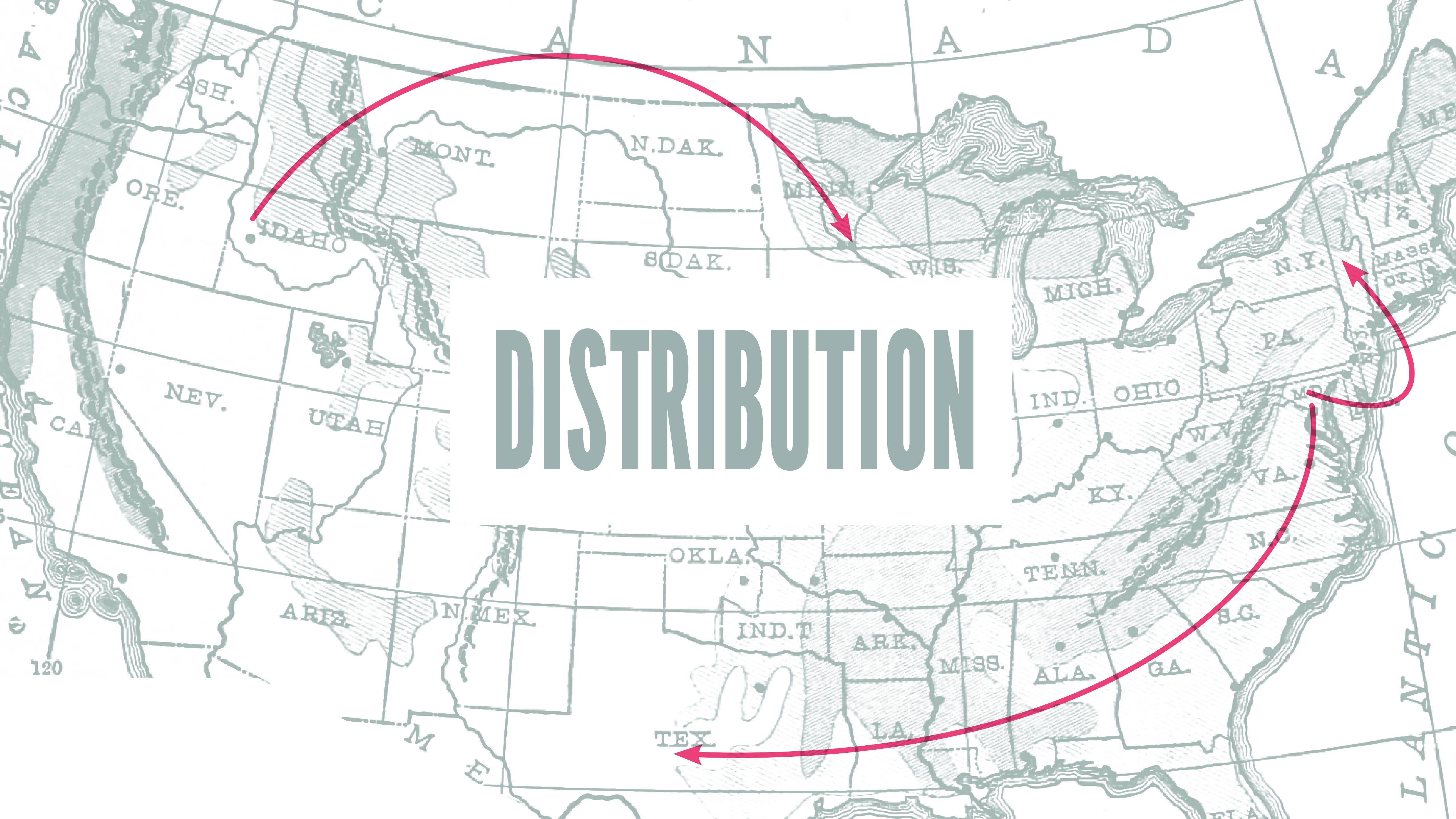


MATERIALS

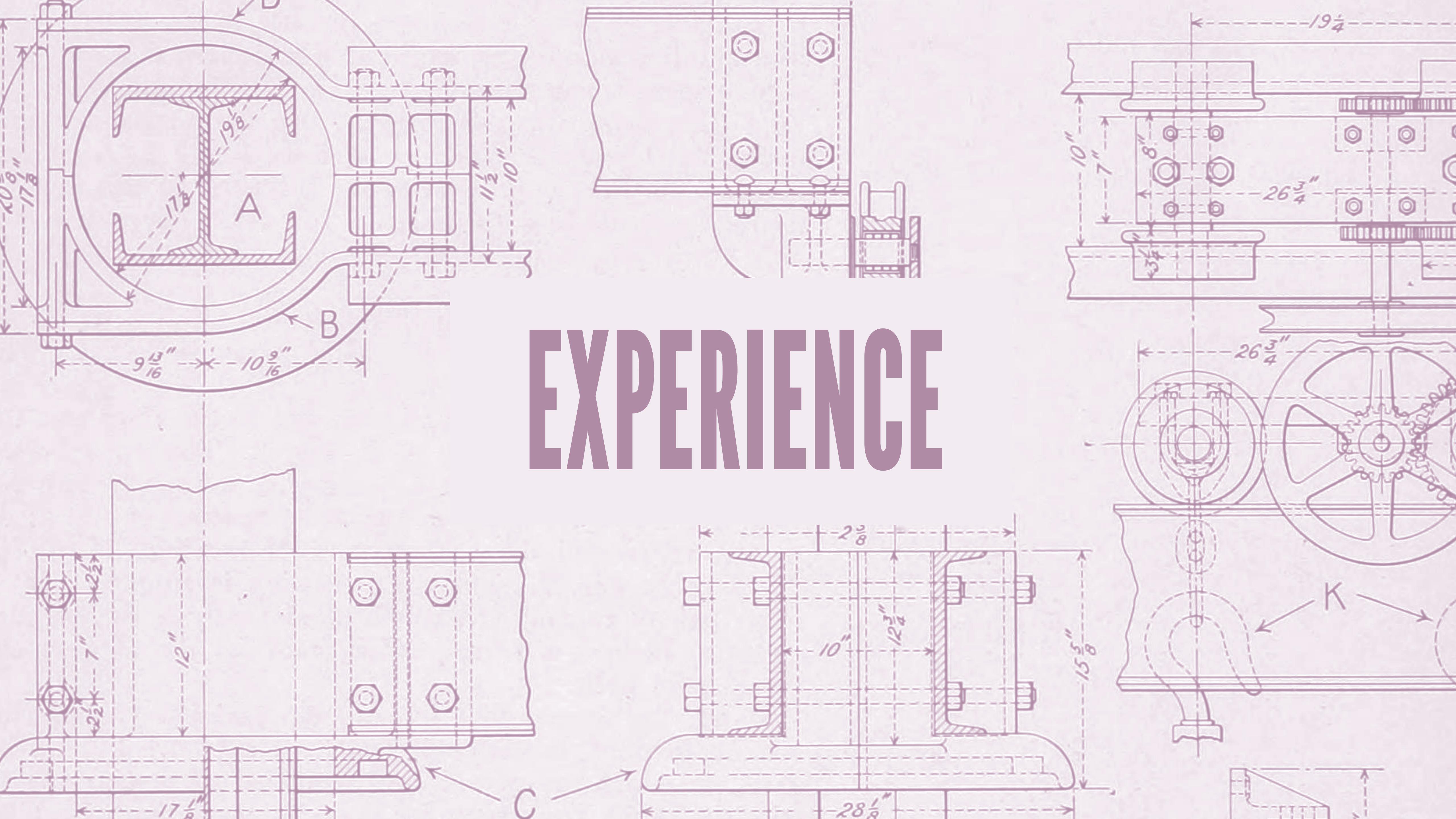
CONSUMPTION



DISTRIBUTION



EXPERIENCE







SYSTEMS!

(everything is connected)

PACKAGING



EXPERTISE IN
EVERYTHING



What are we
talking about when
we talk about
PACKAGING?

Retail packaging

Wholesale packaging

Primary packaging

Secondary packaging

Tertiary packaging

Paper packaging

Plastic packaging

Sterile packaging

Minimal packaging

Excessive packaging

Functional packaging

Ceremonial packaging



Carefree packaging

Maximal packaging

Annoying packaging

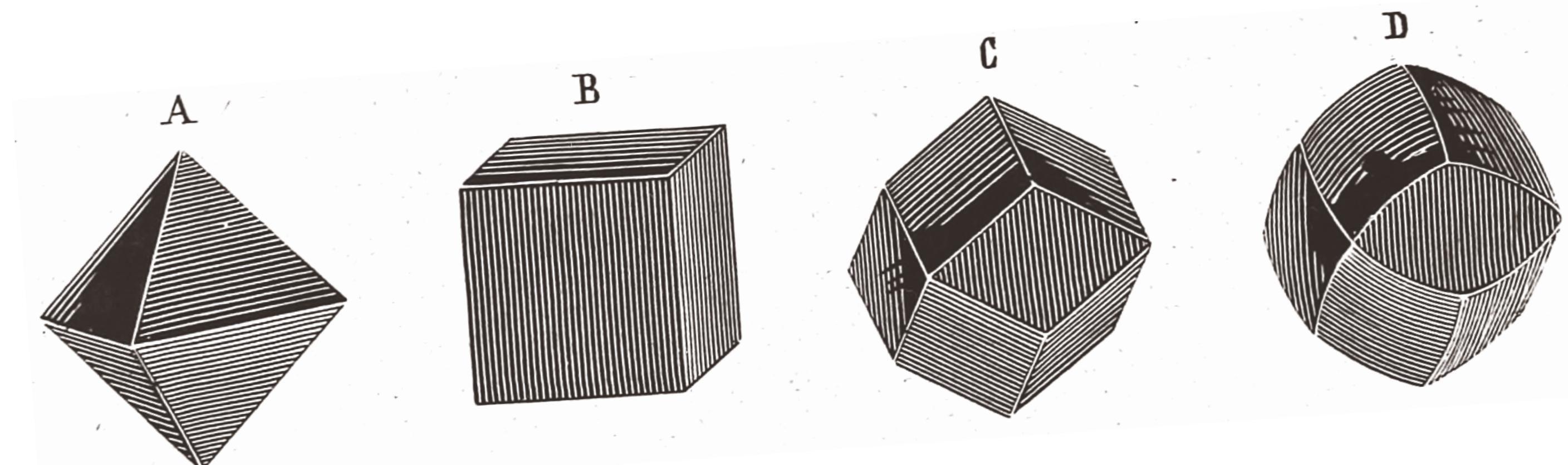
Flashy packaging

Plain packaging

Frustrationless packaging

Frustrating packaging

(the list goes on)



*PRIMARY PACKAGING



*This is generally what we think about
when we think about designing packaging.*







nuts.com

nuts.com

CAUTION: YUMMY HU
TREATS INSIDE.
OPEN AT YOUR OWN RISK!

WHAT ARE YOU WAITING FOR?

WE'RE THIS WAY TO GENERATE YOUR OWN FA





**70% OF
PURCHASING DECISIONS
ARE MADE AT THE STORE.**

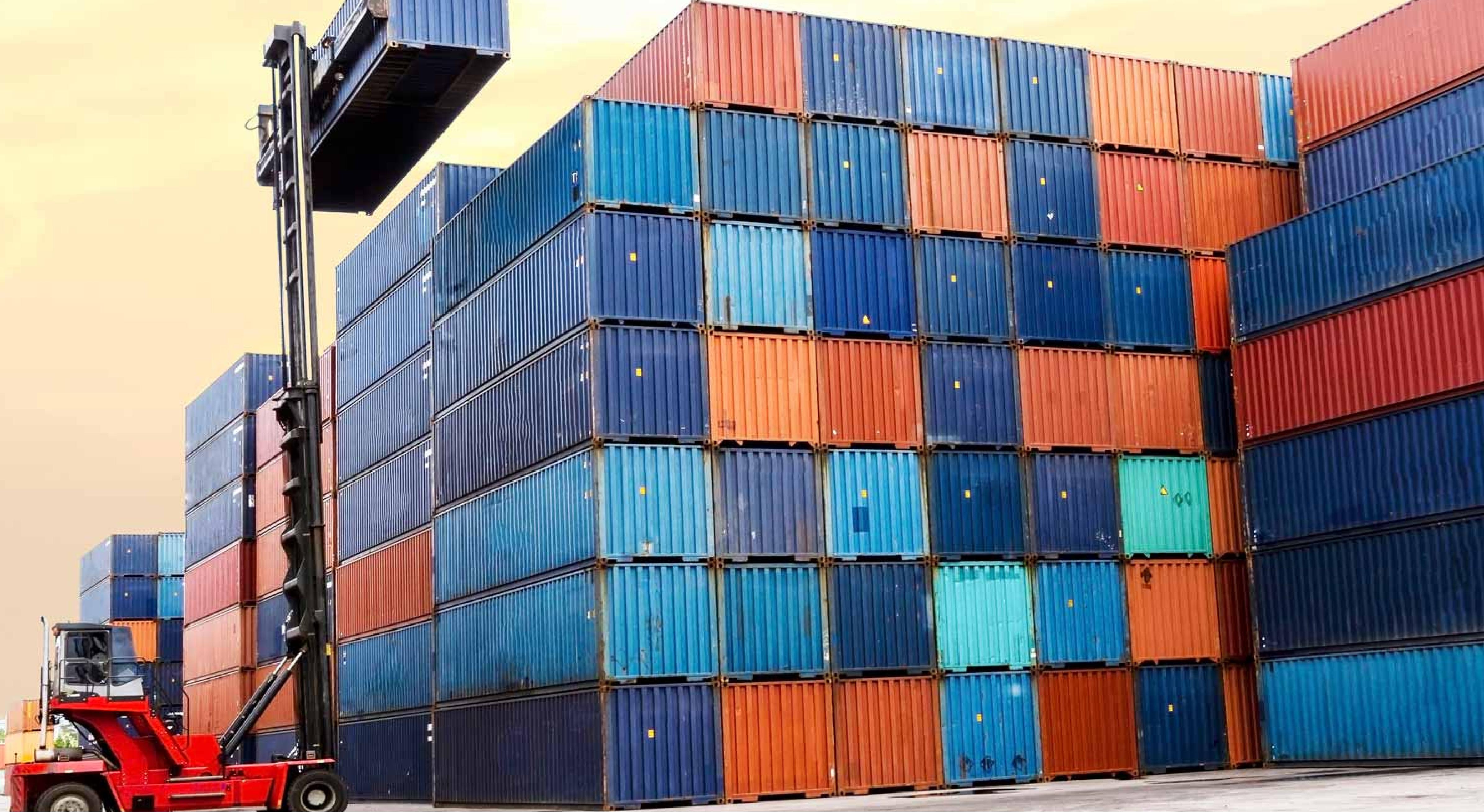


~~SECONDARY~~ PACKAGING

*Shipping/Distribution packaging.
This is less glamorous,
but perhaps more important!*







[HTTPS://WWW.NEFAB.COM/GLOBALASSETS/NEFAB.COM--GROUP-SITE/INSIGHTS/EXPORTPACAKGING_WEBB.JPG](https://www.nefab.com/globalassets/nefab.com--group-site/insights/exportpacakging_webb.jpg)

The background features a minimalist design with three overlapping circles. A large yellow circle is at the bottom, a medium-sized olive green circle is positioned in the center-left, and a smaller light blue circle is located in the upper-right quadrant.

Branding

Packaging







PACKAGING'S MAIN AIMS



@
\$

PROTECT
INFORM
SELL



#

PROTECT

- Theft
- Tampering
- Shock
- Environment
- Pathogens

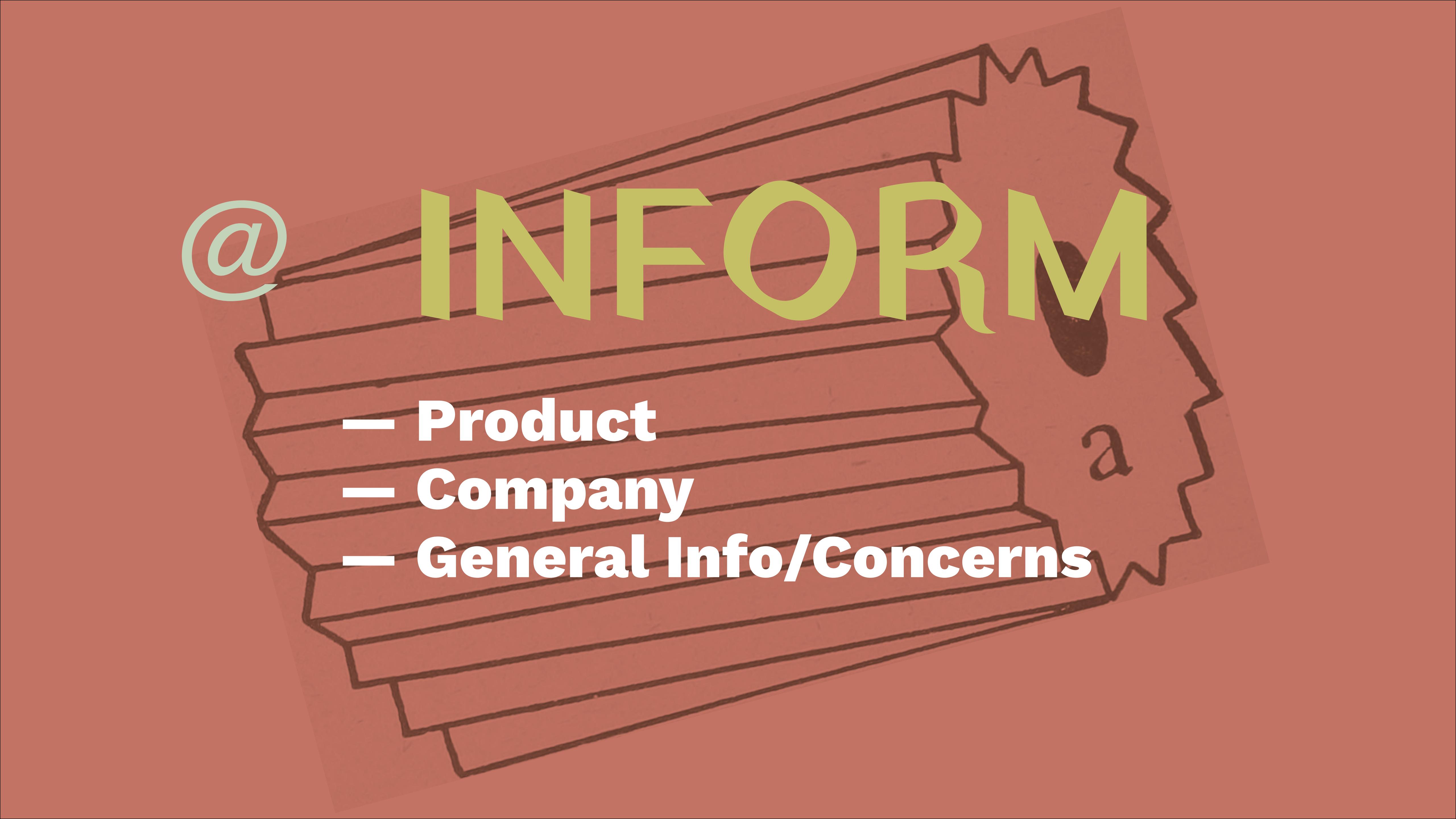
Memory Card

The high-performance
choice for digital image
capture and storage.









@

INFORM

- Product**
- Company**
- General Info/Concerns**



**Mörk fralla
Ost
Skinka
Sallad**
Enkel och god

God och energisk
på ett skönt sätt:
Pris 25 kr
med ost +15 kr
Totalt 30 kr
Energ 230 kcal

**Rågbröd
Rökt skinka
Salladsblad**
Rund och nyttig

God och energisk
på ett skönt sätt:
Pris 30 kr
med ost +15 kr
Totalt 45 kr
Energ 229 kcal

**Rågbröd
Goudaost
Salladsblad**
Rund och nyttig

God och energisk
på ett skönt sätt:
Pris 47 kr
med ost +15 kr
Totalt 62 kr
Energ 359 kcal

**Sandwich
Kyckling
Bacon
Majonnäs
Tomat**
Club Sandwich alltså

God och energisk
på ett skönt sätt:

Pris 49 kr
med ost +15 kr
Totalt 64 kr
God och energisk
på ett skönt sätt:





\$

SELL

- Contents of the package
- Establish brand loyalty
- Company over long term

Powdered Beverages



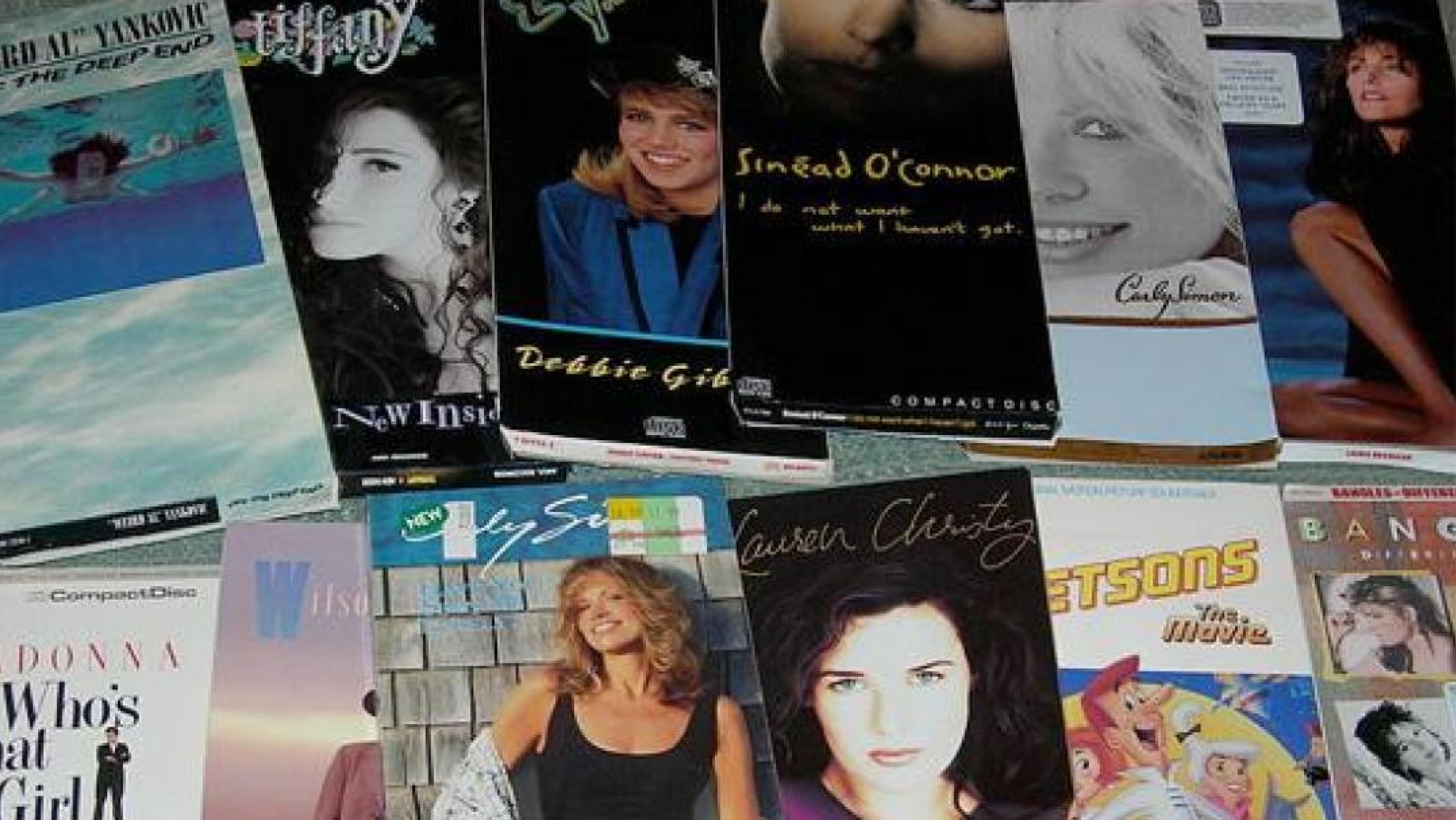
IMPORTANT: Open box carefully. DO NOT remove rock before reading instructions.

This box contains
one genuine pedigreed
PET
ROCK

© 1970 Rock Merchandise Corporation

1970 Gertie D.

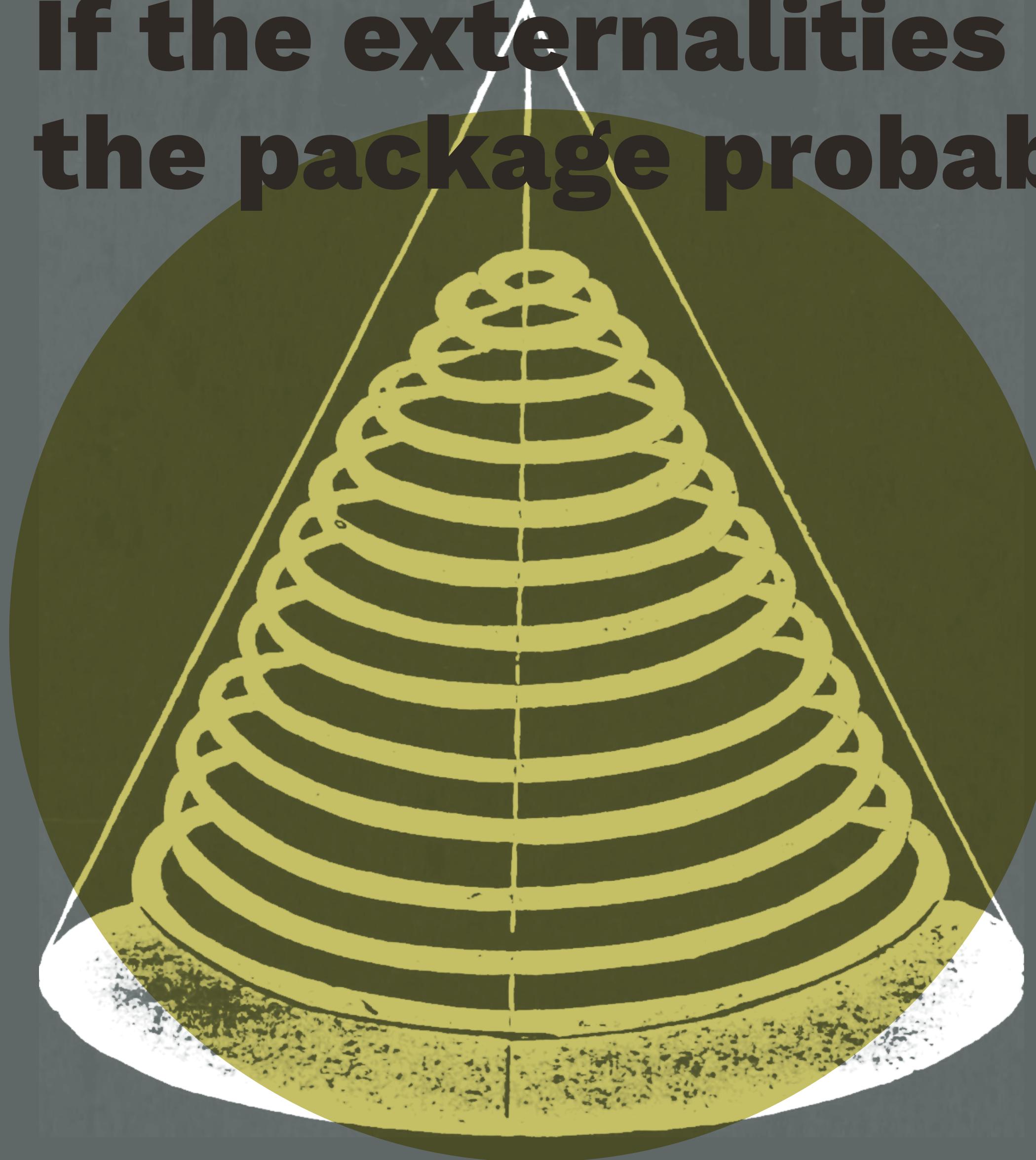




BOUNDARIES



**If the externalities change;
the package probably needs to as well.**





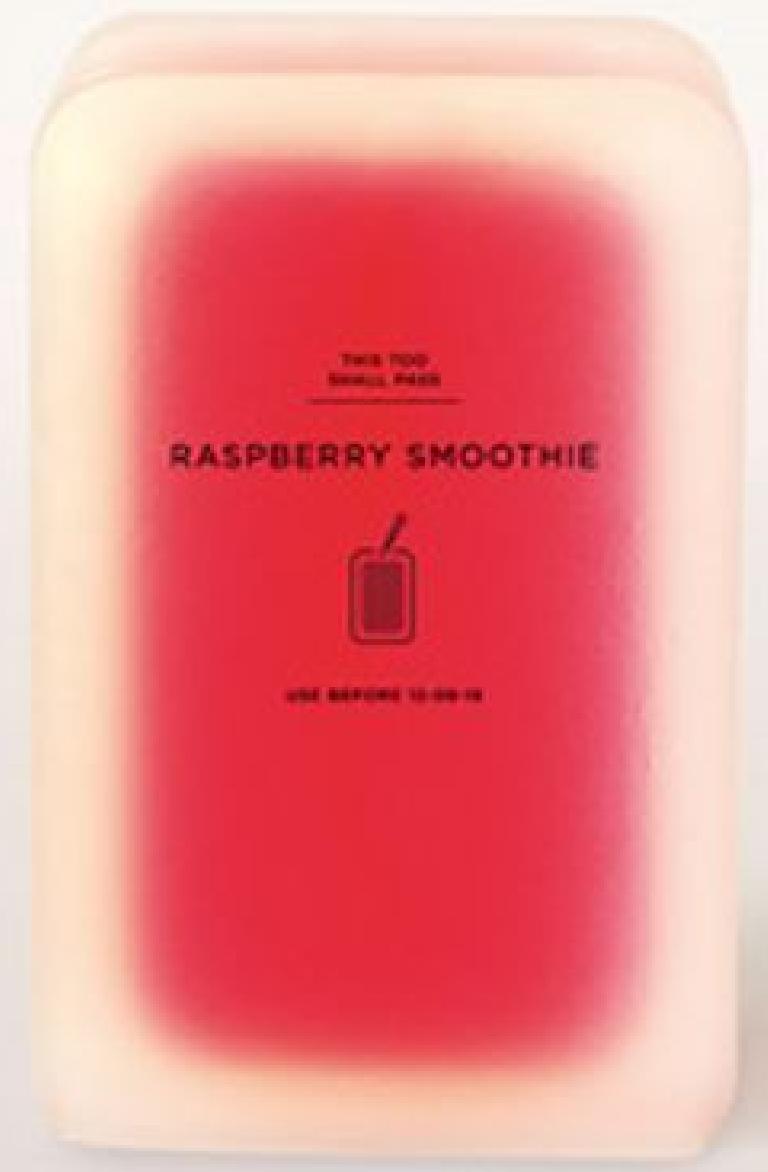
EVERYTHING IS CONNECTED!





**Packaging Design is a complex balance
of economy and ecology; between user &
producer; between profit & benefit;
between promise & expectation...**

**THE MOST
SUSTAINABLE PACKAGE
IS NO PACKAGE**





IS A
PACKAGE
EVEN
NECESSARY?

QUESTIONS?

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