



Nakhon Pathom Rajabhat University



Chapter 9

Packaging Management

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Outlines



- Definition of packaging
- Definition of packaging management
- Importance of packaging management
- Roles of Logistics packaging
- Functions of Logistics packaging
- Types of Logistics packaging
- Problems of Logistics packaging management

Outlines (con't)



- Cost reduction and customer service improvement using packaging
 - Guideline of Logistics packaging management for increased efficiency
 - Factors of packaging design
 - Key performance indicators of Logistics packaging management
 - Exercises
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Definition of packaging

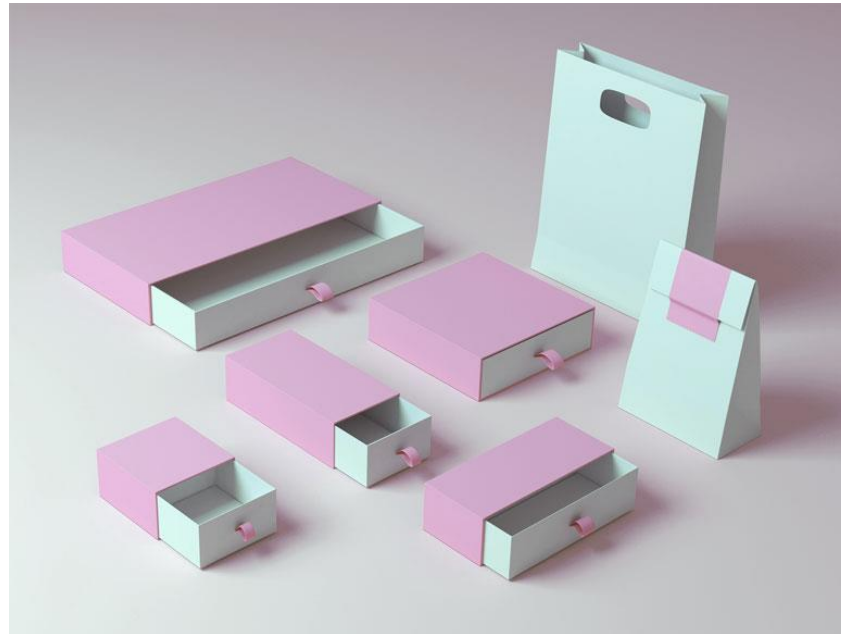
Packaging is “the act of enclosing or protecting the product using a container to aid its distribution, identification, storage, promotion, and usage.”





Definition of packaging management

Packaging management is “designing, creating, and distributing packaging for products.”





Importance of packaging management

- ✌️ **Protection** : protect its contents from any damage
- ✌️ **Safety** : information about the product and its safety
- ✌️ **Attractiveness** : stand out from the shelf for buying decision
- ✌️ **Usability** : simple to open and close
- ✌️ **Sustainability** : re-usability and recyclability



Roles of Logistics packaging

👉 Customer gets the product in the desired shape and condition ➤ Customer satisfaction

👉 Communicates a lot to the customer ➤ Marketing and branding



Functions of Logistics packaging



Protective function

The packaging must safeguard the goods from external factors and ensure that products survive handling during transportation.





Storage function

Since the products can travel and be contained in multiple locations before reaching the final destination, the packaging should use materials that allow convenient storage while meeting storage requirements.





Transport function

Proper and efficient packaging design enables easy handling, stowing, and stacking during transportation in a way that maximizes the space available.



Types of Logistics packaging



Type 1



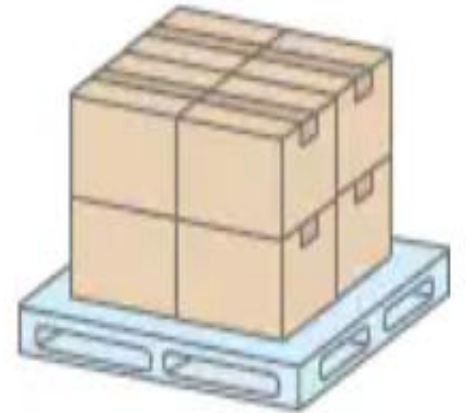
Individual
Packaging



Inner Packaging



Outer Packaging





Individual packaging is packaging for individual products. For example, individual packaging is what is used to wrap each piece of candy. The purpose is to protect the product from water, humidity, light, and heat.

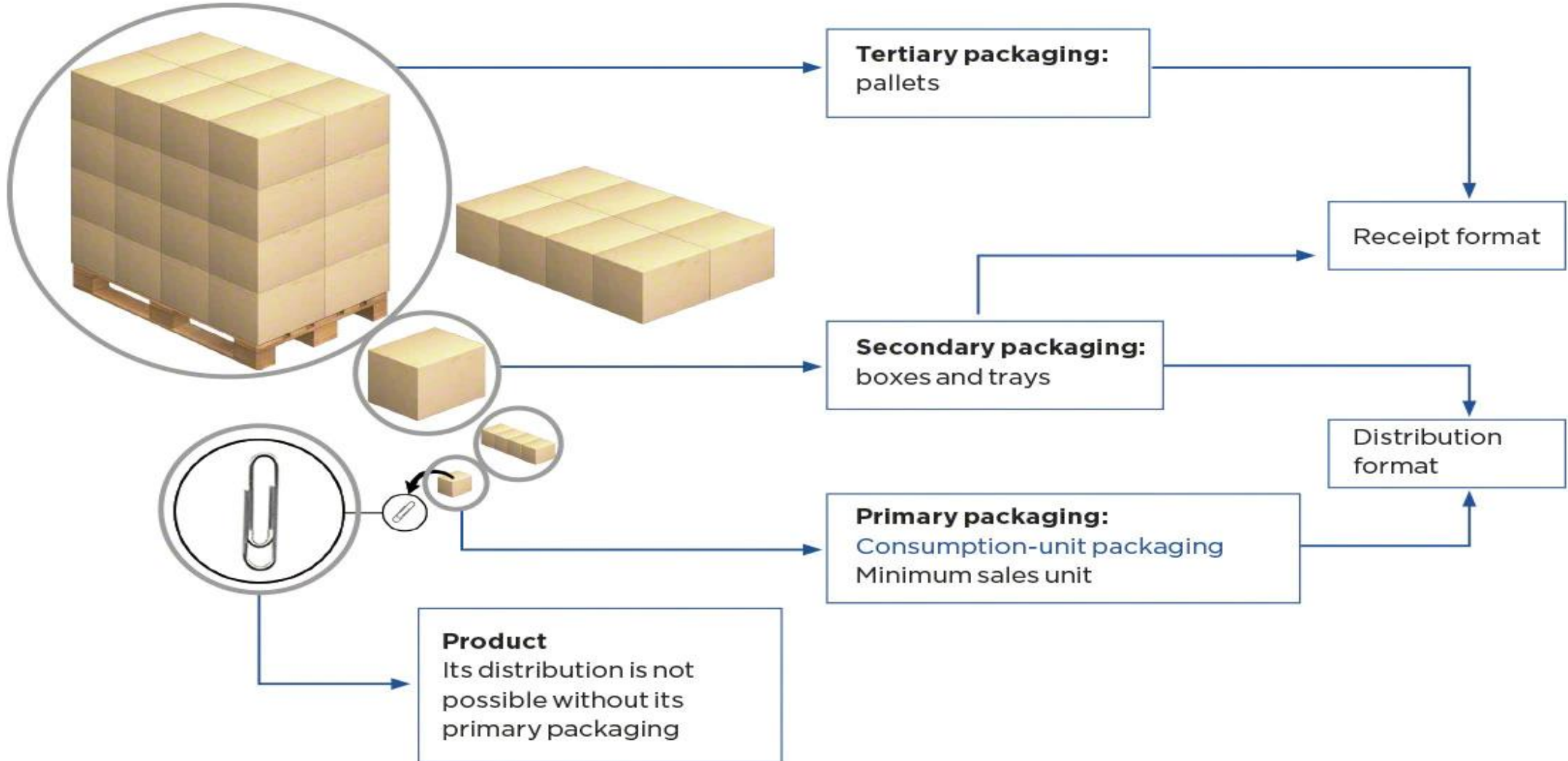
Inner Packaging is used to group individually packaged products in a bag. This is the bag that is filled with individually packaged candy. Inner packaging is the unit that is sold at retail stores, and it is important to design an inner package that expresses the appeal of the product and stimulates the desire to purchase the product to promote sales.



Outer packaging is the unit of the largest package, such as a cardboard box or wooden crate. The main purpose is to protect the product from dirt and breakage.



Type 2





Primary packaging (Sales, or consumption-unit packaging)

contains, stores, and protects a product. It is in direct contact with the item and serves to maintain it in optimal conditions.

Secondary packaging (Grouped packaging)

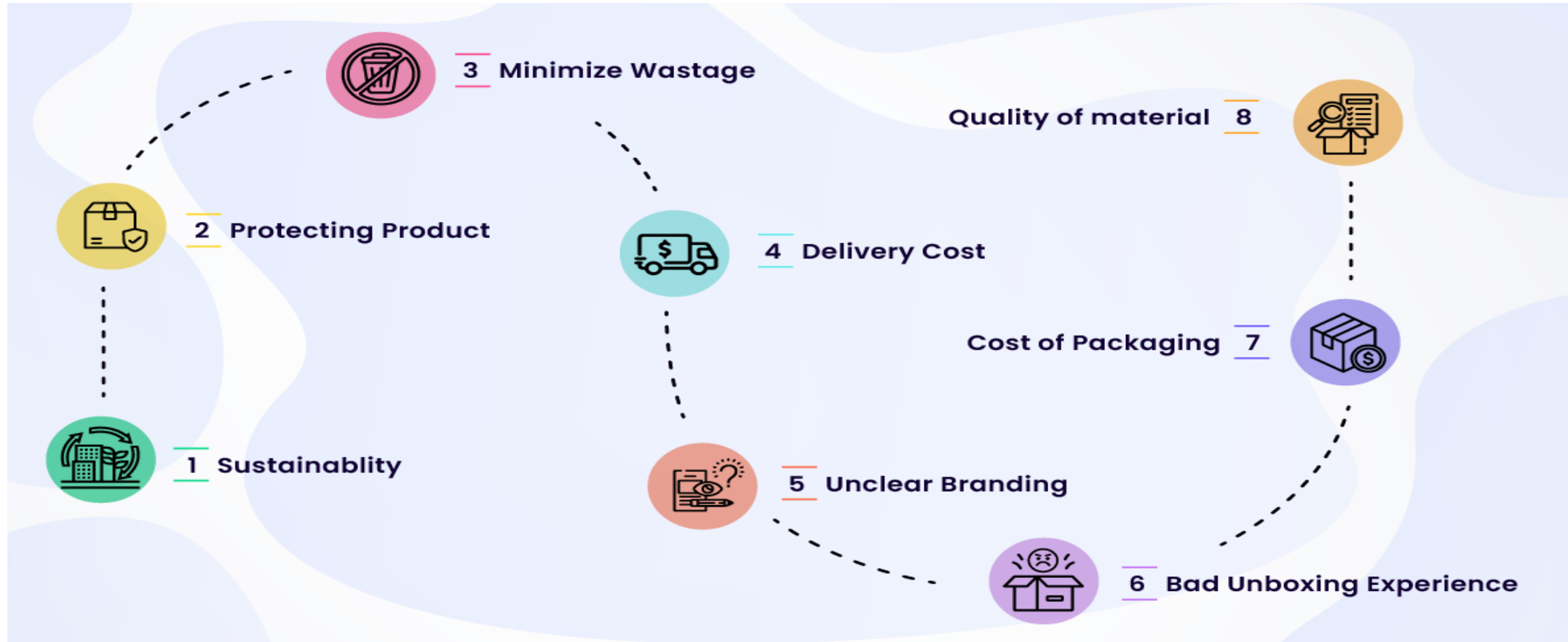
consists of the grouping together of primary packaging. It adds more protection and facilitates the marketing of the product on a larger scale. This packaging mostly comprises cardboard boxes.

Tertiary packaging

includes primary and secondary packaging too, thus, create larger unit loads, the most common forms of which are pallets or containers.



Problems of Logistics packaging management



Cost reduction and customer service improvement using packaging



Cost reduction

- Use single packaging design for multiple sales channels
- Redesign packaging to reduce extra costs on unnecessary printings
- Using reusable and recyclable packaging



Customer service improvement

- Using proper packaging at the warehouse can also go a long way toward reducing returns and improving your relationships with customers.
- Reducing complaints has to do with products that were damaged during shipping by packing items carefully and filling the space.



Guideline of Logistics packaging management for increased efficiency

DO



Use pallets for stacking of items



Secure sharp edges



DON'T

Risk damage by placing boxes in a disorderly manner



Transport sharp objects unsecured





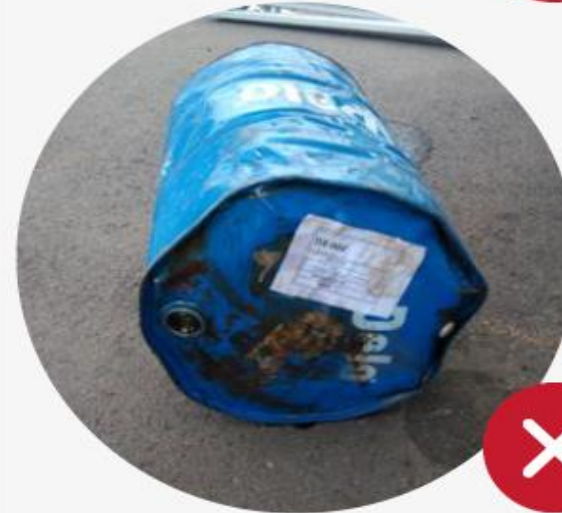
Ensure batteries are disconnected



Transport connected batteries



Use professional equipment and a ramp to handle heavy drums/ barrels



Use damaged drums which are prone to leaking

DO



Ensure all cargo is dry before loading



Handle bagged cargo with extra care

DON'T



Load cargo soaked in water



Handle bagged cargo carelessly resulting in damage and clean up



Be aware that spillage can damage aircraft and compromise safety

Load cargo if leaking




Ensure correct marking to protect cargo, assets and people.




Load incorrectly labelled or packaged cargo

Factors of packaging design





 **Safety** : The basic function of the package is to protect the product.

 **Product** : Different kinds of products require different types of packaging.

 **Demographic** : Different products are aimed at different target customers, which can be grouped by age, gender, education level, lifestyle, and so on.



 **Readability** : Choose simple, clear, suitable font not only for product description but also for your logo as it would help consumer to remember your brand name.

 **Competitor** : Do not want a package that is similar to other brands (other competitors) and can easily confuse consumers. A good package should be easy to identify and represent your brand.





Key performance indicators of Logistics packaging management

👉 **Cost Indicators** : Identify cost variances in packaging and labeling.

👉 **Quality Indicators** : Hold up well enough to get the intended product to the consumer.

👉 **Time Indicators** : Ferret out possible bottlenecks in design and production before launching to market.

Exercises Chapter 9



Question 1 : What is the meaning of packaging management ?

Question 2 : What are the importance of packaging management ?

Question 3 : What are the functions of Logistics packaging ?

Question 4 : What are the types of Logistics packaging ?

Question 5 : What are the factors of packaging design ?

Question 6 : What are the key performance indicators of Logistics packaging management ?



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