

Components of effective packaging

Packaging you develop for your food products should be one of the most effective sales drivers you have. It can also be one of the most expensive, frustrating and time consuming components of your business.

A process to follow

You can use this process to design or revitalize your packaging. Perhaps not every section is applicable to your product but many are. More information to the consumer is better and if your item is a commodity, challenge the people in your business to what it should be saying to customers and consumers.

1. Merchandising

Display methods for regular sales (shelf, table, refrigerated shelf or case etc.)	Display method for off shelf sales (pallet, end, table, refrigerated shelf or case etc.)	Key views (top, side, bottom etc.)
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2. Message

Unique selling proposition	Brand promise
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3. Regulations (these are all covered in detail on CFIA website)

Bilingual labelling	Date marking and storage instructions	Legibility and location	Nutrition labelling
Common name	Identity and principal place of business	List of ingredients and allergens	Sweeteners
Country of origin	Irradiated foods	Net quantity	

4. Claims (these are all covered in detail on CFIA website)

Advertising	Health claims	Organic
Allergens and gluten	Method of production	Origin
Composition and quality	Pictures, vignettes, logos and trade marks	Nutrient content

5. Functionality

Shipping	In store	At home
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6. Your message

On shelf	Off shelf	On-line
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