

FUNCTIONS OF PACKAGING - EXAMINATION QUESTION

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On behalf of The World Association of Technology Teachers

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Question 1 is about designing promotional packaging for a drinks container, aimed at the teenage market.

1. A national supermarket wants to market the drinks container shown below, by surrounding the PETE 'bottle' with promotional packaging.



1 (a) The table below gives some of the functions that the packaging for the drinks container should include. Explain why each function is necessary.

An example has already been completed.

FUNCTION	EXPLANATION
TO PROTECT	<i>To protect the container from damage or contamination. To protect the product against being dropped, crushed, and the vibration it suffers during transport. The product must also be protected against the climate including high temperatures, humidity, light and gases in the air.</i>
TO PROMOTE	
TO INFORM	
TO CONTAIN	
TO DISPLAY INFORMATION	
TO IDENTIFY THE PRODUCT	