

CHAMPNEYS SKIN COMFORTING KIT - PACKAGING ANALYSIS

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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Study the packaging shown below. Study the layout of the products, how they are held securely in position, the materials used and the colour scheme.

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The packaging for the perfume product is manufactured from:

Box - quality card - 1000 microns (1mm), 920gsm

Clear window - Polypropylene, to enable viewing of the products

Plastic insert - high impact polystyrene (HIPS), to hold the contents securely in position

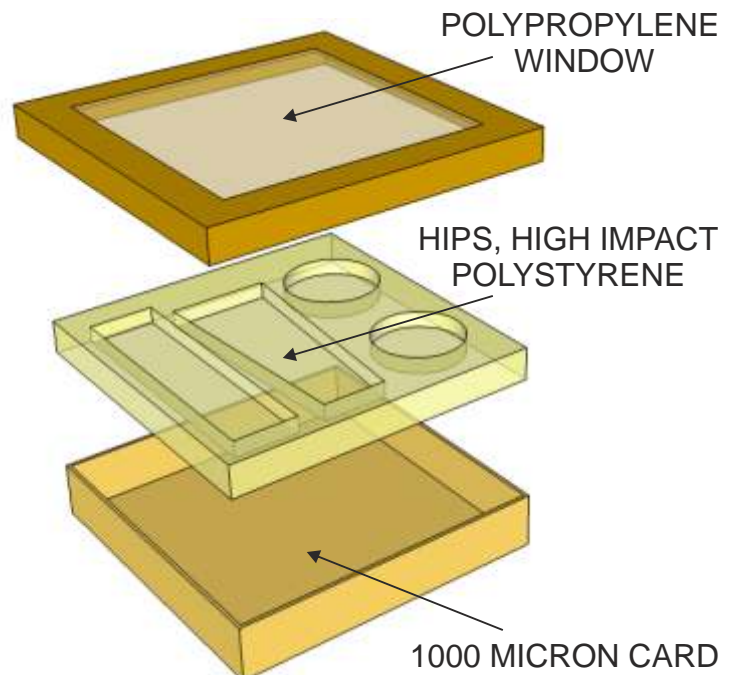
PLAN VIEW



WITHOUT LID



FROM UNDERNEATH



PACKAGING FOR PERFUMED PRODUCTS - ANALYSIS

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Product analysis involves looking closely at existing products and identifying how they work, the materials they are made from, the industrial processes used to manufacture them and their key features. The aim of product analysis is to help the designer develop even better designs and products in the future.

Analyse the packaging for the Champneys Skin Comforting Kit, shown in the following page, using the criteria list below.

1. How does the Champneys packaging protect the products inside, from damage and spillage?

2. How easy is it to identify the product, from the packaging?

3. What printed information is on the package that is useful to consumers and companies such as Supermarkets?

4. In supermarkets and shops it must be possible to stack packages, so that space is not wasted on the shelves. Why can the Champneys kit packaging be regarded as well designed, with regards to this problem?

5. Protection of the contents during Transport and distribution. A package should be designed to make it easy to transport, distribute, move and lift. How does the Champneys kit answer this problem?
