

SYMBOLS - PACKAGING

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This mobile revision pdf is based on detailed work found in the 'PACKAGING SYMBOLS' section.

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SYMBOLS - PACKAGING

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1. PACKAGING SYMBOLS

2. MORE PACKAGING SYMBOLS

3. EVEN MORE SYMBOLS

4. YES, EVEN MORE SYMBOLS

Tap the link button for access to
all work and exercises on
SYMBOLS



Tap the images for information / an exercise

The 'Keep Britain Tidy' symbol is regularly seen on packages in the UK. It is there to remind people to place their rubbish in a rubbish bin rather than dropping it on the floor. It is also aimed at making people aware that they have a responsibility to keep the environment around them tidy and litter free. Sometimes the symbol is called the 'be environmentally friendly' symbol.



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Tap the images for information / an exercise

These are internationally recognisable symbols for recycling. They are seen on many packages. Again, it is to remind the consumer of the potential recycling properties of the package he/she is about to throw away.

It is aimed at encouraging the consumer to recycling packaging rather than throwing it into a general rubbish bin



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Tap the images for information / an exercise

**POLYTHENE TEREPHTHALATE
(PET)**

Is a material widely used for packaging, especially drinks containers. It is 90% recyclable and the symbol opposite reminds the consumer of this fact. Hopefully the consumer will place the used packaging in the recycle bin, if he / she can find one.



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Tap the images for information / an exercise

This symbol also means that the material is recyclable. However, the letters 'alu' mean aluminium. It means the container is manufactured from aluminium and that it can be recycled and used again. Look closely at drinks cans as they are normally manufactured from aluminium and may have this symbol.



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Tap the images for information / an exercise

A symbol that is occasionally seen on packaging is the Fair Trade symbol. This means that the contents of the package has been produced in the Third World and that the producer (ie. the farmer) has received a fair and realistic price. It also means that the produce is not from countries whose Governments help their industry / agriculture undercut those of much poorer countries by giving them subsidises.



FAIRTRADE

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Tap the images for information / an exercise

Created in 1988, when the Lion mark is displayed on a product it means that the manufacturer/retailer has agreed to the 'British Toy and Hobby Associations' Code of practice. It is a consumer symbol that represents the manufacturers promise to conform to all relevant safety information. Also, it means that the manufacturer will not counterfeit existing toys and will advertise the product so that advertisements state the truth about the limits regarding the way the toy performs.



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Tap the images for information / an exercise

The symbols opposite represent that the product inside has been tested to British and European safety standards. These symbols that are normally applied to non-food products such as electronic products or toys. However, they may still be applied to the packaging as a reference to the package itself being safe.



BRITISH
STANDARDS



EUROPEAN
STANDARDS

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slide / page.



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Tap the images for information / an exercise

Card packaging with this symbol means that the materials used to make the packaging have been harvested from sustainable forests. This means that the forest is managed in such a way that the trees are replanted so that trees that are cut down are replaced.



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Tap the images for information / an exercise

FSC - The forest Stewardship Council promotes the responsible management of forests for example, sustainable forestry. This usually means that, for every tree cut down, at least one sapling is planted, replacing 'felled' mature trees. The FSC has defined high standards of forest conservation and management. Any packaging with the FSC logo has been manufactured with conservation and the environment in mind.



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Tap the images for information / an exercise

The Programme for the Endorsement of Forest Certification (PEFC), promotes sustainable forestry. It is an international non-profit making organisation. It works to influence the entire supply chain, so that timber is produced to high ecological, social and ethical standards. Its logo can be applied to wood products, that have been produced from certified sustainable forests.



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Tap the images for information / an exercise

Normally found on packaging containing food. The symbols simply means that the contents will serve 10 portions.



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Tap the images for information / an exercise

This symbol is often found on the packaging for batteries. A dust bin is seen in this symbol. The crossed lines means that the batteries should not be disposed of in a dust bin after they have been used.



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Tap the images for information / an exercise

Found on food products - this symbol means 'add hot / boiling water'.



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Tap the images for information / an exercise

This symbol was found on a package for a professional quality torch. The symbol suggests that the product inside the package is 'precision made. This means that all the parts have been precisely manufactured and fit together very accurately.



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Tap the images for information / an exercise

This symbol was found on a well known box of matches. The symbol represents the companies efforts to make match boxes from recycled board. The company also claims that this saves energy and trees



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Tap the images for information / an exercise

This symbol reminds those handling the package to keep out of the rain and not to store it in damp conditions. it is normally found on card based packages which would be damaged if placed in contact with water.



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Tap the images for information / an exercise

The broken wine glass suggests that the product inside the packaging could be easily damaged if dropped or handled without care and attention. The contents are fragile !



Tap the blue button for the next slide / page.



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Tap the images for information / an exercise

The two hands holding or protecting the package is another reminder that the contents should be handled with care.



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Tap the images for information / an exercise

The symbol seen opposite tells those handling the package that it must be stored the right way up. The arrows point towards the top of the package.



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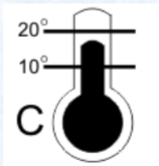


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Tap the images for information / an exercise

The symbol showing the thermometer is found mainly on packages containing food and drink. The symbol clearly shows that the contents should be stored at a temperature between 10 and 20 degrees (centigrade).



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Tap the images for information / an exercise

The telephone attached to the letter 'Q' means that if you are not happy with the quality of the product/package contents, you can ring a customer services number. This is normally placed very close to the symbol.



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Tap the images for information / an exercise

Customer satisfaction symbol. Seen on some packaging to indicate a satisfaction statement eg. "This product has been prepared for your enjoyment. If you are not completely satisfied please return the product and its packaging to"



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Tap the images for information / an exercise

A variety of 'suitable for vegetarians' symbols. They mean, that the contents are suitable for vegetarians to eat.



Vegetarian



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Tap the images for information / an exercise

This symbol suggests that the consumer should be aware that the product could contain wheat, gluten, sulphites, traces of nut or it has been made in a factory that uses nut ingredients.

A VERY IMPORTANT SYMBOL



Allergy advice

Tap the blue button for the next slide / page.



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Tap the images for information / an exercise

The 'gluten free' symbol means that the product inside the packaging does not contain wheat extracts. Some people are sensitive or even allergic to such extracts. Therefore, clear labelling is required.



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Tap the images for information / an exercise

Ingredients symbol. This is often placed alongside the list of ingredients. It represents a mixing bowl and a spoon, with a colourful background to highlight the black and white foreground.



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Tap the images for information / an exercise

The Ecolable is a scheme managed by the European Union. It was established in 1992 and aims to promote products and services that are environmentally friendly. Companies and businesses that use this symbol / label have shown consistently, that they sell products and services ,that conserve the environment.



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Tap the images for information / an exercise

This symbol is often seen on boxes of matches. It is a warning for the adult using the matches to never leave them out for children to find.

Why is red used as the basic colour?



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Tap the images for information / an exercise

Found on packaging that contains potentially harmful contents. For example, a tin of paint stripper.

Why do you think a 'cross' has been used for the symbol?



HARMFUL

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Tap the images for information / an exercise

This symbol is seen on the packaging that contains flammable products. Paint sprays, hair spray, in fact most types of spray contain potentially flammable contents that could ignite if used near a naked flame.

Do you think the meaning of this symbol is easy to interpret?



**EXTREMELY
FLAMMABLE**

Tap the blue button for the next slide / page.



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Tap the images for information / an exercise

A symbol such as this one warns the consumer to look carefully at the ingredients panel. The panel will normally warn the consumer of any ingredients that may harm those people suffering from food allergies.

What do you think of the shapes that make up the symbol?



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Tap the images for information / an exercise

The snowflake symbol is placed on the packaging of food products. This means that the food inside the package is suitable for freezing.



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Tap the images for information / an exercise

This symbol was found on the packaging of 'after shave lotion'. After a little thought it was interpreted to mean 'read instructions before using'.

Is this a good symbol?



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Tap the images for information / an exercise

This symbol was found on the packaging of a cleaning solution, containing dangerous chemicals. The symbol reminds the user to keep the product out of reach of children.



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Tap the images for information / an exercise

This symbol can be found on packaging for cereals. It means that the cereal is guaranteed 'whole grain'.



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Tap the images for information / an exercise

This symbol suggests that the package and the product inside should be kept out of direct sunlight.



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