

Packaging Terms: Lecture Notes

Primary Packaging

Wrapping or containers handled by the consumer.

Secondary Packaging

Term used to describe larger cases or boxes that are used to group quantities of primary packaged goods for distribution and for display in shops.

Display Box or P.O.P. (Point of Purchase)

For displaying point-of-purchase items on counters and shelves. Used to help sell products..

Blister Pack

Refers to several types of pre-formed plastic packaging for small consumer goods. A blister pack consists of a web of 'blisters' or pockets made from plastic or aluminium, and a lid, usually made from aluminium or card. Often used as unit-dose packaging for pharmaceutical tablets.

Clamshell

Usually a type of blister pack, this refers to the two hinged halves of a plastic shell that form protective packaging for small, valuable items such as electronics.

Pillow Box

Simple curved box shape, with curved closures to match, which usually packages candy or cosmetics.

Header Card

Either the backing piece of a card and plastic-style blister pack, or a board attached behind products that are hung by means of a euroslot.

Hang Cards (or Hang Tags)

Hang Cards can be directly attached to a product to highlight product details like price, type of materials, size, etc.

Belly Band

A band wrapped around an item of merchandise,. Also used in other packaging such as soap, blankets, socks, etc

Shelf Appeal (or Shelf Impact)

How a product appears at point of sale against its competitors.

UPC Bar Code

The number and symbol that identifies the exact product in terms of size, color, configuration and other attributes.