

LABELING

Definition

Labeling

- Labeling is any written, electronic, or graphic communications on the packaging or on a separate but associated label.
- Display of information about a product on its container, packaging, or the product itself.



Objective of Labeling

1. Brand Identification

- Labeling helps in the identification and principal place of business of the person by or for whom the prepackaged product was manufactured, processed, produced or packaged for resale



Objective of Labeling

2. Description

Labels provide the information regarding the food product.

- It describes the contents, nutritional values, cost, product usage methods, shelf life etc



Objective of Labeling

3. Promotion

- Finally labels helps in promoting the product through attractive and bright graphics replacing paper labels glued on cans and bottles.



CASE STUDY : TETRA PAK





- Tetra Pak can be traced back to Akerland & Rausing (A&R), a packaging company established in 1920 by Ruben Rausing (Rausing) and Erik Akerland.
- Tetra Pak is a Swedish packaging and processing solution providers for food manufacturers across the world
- In 1956, had created milk & ice cream packages, then decided to create packages for other liquid foods
- They began working towards Aseptic Packaging technology



Tetra Pak brought out many more innovative products that catered to the changing needs of customers, retailers and manufacturers

In 1997, the company introduced three packaging ranges:

1. Tetra Prisma Aseptic.
2. Tetra Wedge Aseptic.
3. Tetra Fino Aseptic.

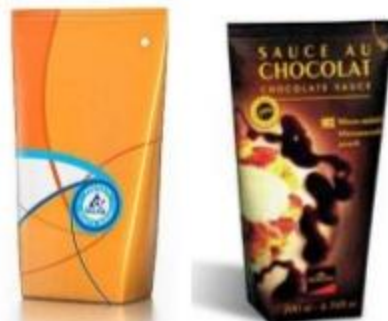
They differed only in shape.



- Created a huge impact in packaging and labeling industry.
- Tetra Pak's tetrahedron packaging systems revolutionized the beverage manufacturing industry.
- In December 2002, the company began offering packaging solutions for dry fruits, cereal, sugar, confectionary and pet food.



TETRA PRISMA



TETRA WEDGE



TETRA FINO



TETRA GEMINA

Packaging & Labeling Machines

The choice includes:

1. Technical capabilities.
2. Labor requirements.
3. Worker safety.
4. Maintainability.
5. Serviceability.
6. Reliability.
7. Capital cost.
8. Floor space.

Symbols



Symbols



Poly Ethylene
Terephthalate



Use no clamps



Use clamps



Use no hooks



Avoid sunlight



Fragile



Avoid water



This side Up

Symbols



Vegetarian



Non-vegetarian

Future Trends

the next generation *Coca-Cola*

same
classic
taste,
just
greener.

open happiness™



Future Trends

