



# Flat Packed Charity Collection Boxes.

GCSE Product Design  
Maximising exam success.

Packaging Information.

## SYMBOLS



The **e mark** is used on products that must display a **weight or volume (in grams or litres)**. The large **e** is placed alongside the amount and indicates that it is an average quantity.



Under the **CE 'Declaration of Conformity'**, CE markings should be put on products to show that it meets European standards on health and safety.



**Copyright mark** is used for literary, dramatic, musical or artistic work. Once the work has been created it has copyright and cannot be copied without permission or other special arrangements.



**Trade Mark:** a business can acquire the right to its mark simply by using it or by officially registering it with The Trade Marks Registry. A trademark is a word telling the origin of goods. **It cannot be used in any form without permission of the business or company who has the right to it.**



A registered design protects the design's shape pattern or colour



The **kite mark** is the official mark of quality and reliability on articles approved by the **British Standards Institution (BSI)**. The mark is only attached to products that the BSI has tested and found to be satisfactory. Kite mark has now been largely replaced by the European Union (EU) regulations.

# SYMBOLS

e

TM

CE

©

®



In your revision booklets draw the symbols (don't worry about colour) and label them.

Lets see how much you have remember from a few minutes ago.



- The top symbol in Figure 12.7 is for packaging made from **glass** that is recyclable after use. You should use a bottle bank or household collection.



- The second symbol is for packaging made from **steel** that is recyclable after use. You should use a can bank or household collection.



- The bottom symbol in Figure 12.7 is for packaging made from **aluminium** that is recyclable after use. You should use a can bank or household collection.



**TIDYMAN SYMBOL**

- This appears on many graphic products (Figure 12.13). It aims to encourage people to dispose of their waste carefully and in an appropriate way.



**GREEN DOT**

- This shows that a 'recycling fee' has been paid for this packaging when it is sold in some European countries (Figure 12.12). This fee goes towards the recovery of the packaging after it has been used.

 PUT LITTER IN BIN	 INGREDIENTS	 Vegetarian OK FOR VEGETARIANS
 HANDLE WITH CARE	 FRAGILE	 KEEP DRY
 FAIR TRADE FAIR PRICE TO FARMER	 RECYCLING	 RECYCLING
 TESTED BRITISH STANDARDS	 THIS WAY UP	 TESTED EUROPEAN STANDARDS
 STORAGE TEMPERATURES	 CONSUMER PHONE No	 CONSUMER INFORMATION

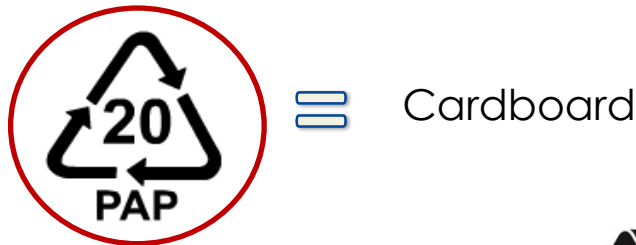


**Tips:**

Remember when designing your packaging to include graphics that will inform the customer, you need to show that you understand about branding, recycling, sustainability and associated quality assurance marks.

## SYMBOLS

- Manufacturers are often eager to inform customers that it can be recycled. Variations of these symbols are often found on this type of packaging.
- You are unlikely to be asked to do more than suggest the position of such symbols on your package.
- As the charity collection box will most probably be manufactured out of card you need to know the recycling symbol for this material.



## SYMBOLS

- It is common to see an anti-litter logo printed onto the packaging. The symbol on the right is the more usual Keep Britain Tidy version whereas the one on the left is from the Love Where You Live campaign.
- You are unlikely to be asked to do more than suggest the position of such symbols on your package.



## SYMBOLS

- The FSC logo provides the consumer with a guarantee that the card board has been made from timber which has come from a **sustainable source**.
- The forest will have been evaluated and certified as being managed according to agreed social, economically viable and environmental standards.



Remember the 'Velvet toilet roll' baby. When one tree is cut down to create a product, three more are planted in its place!



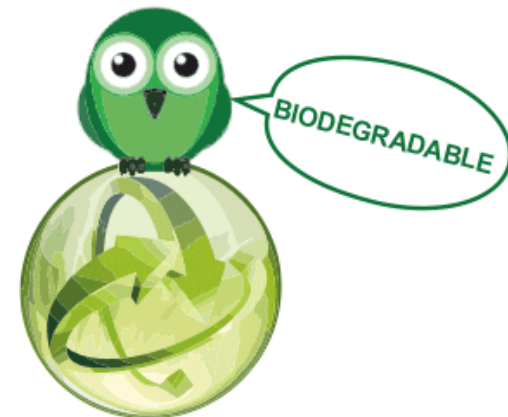
Packaging is very important in the promotion of a product. Good packaging and interesting aesthetics will attract the attention of potential customers. Good packaging can be influential in the decision to purchase a product. Packaging in combination with an advertising campaign and the right price, a product can be successful.



Careful design of packaging, including aesthetics, colour schemes, shape and form, often leads to a desire to learn more about the product inside.



We are all attracted to bright colours. On a shelf full of the same products you wouldn't go for the dull product, would you?



The packaging should be manufactured from the right materials, ensuring that the product inside is not damaged. Potential customers today expect packaging to be environmentally friendly. Consequently, the use of sustainable, recyclable and bio-degradable materials is essential.