
Chapter 31 Branding, Packaging, and Labeling

Section 31.2 Packaging and Labeling

Section Outline with Content and Academic Vocabulary

Section Outline

Packaging

Functions of Packaging

Selling the Product

Communicating Product Identity

Providing Information

Meeting Customer Needs

Protecting Consumers

Protecting the Product

Theft Reduction

Contemporary Packaging Issues

Aseptic Packaging

Environmental Packaging

Cause Packaging

Labeling

Labeling Laws

The FDA

The Federal Trade Commission

U.S. Department of Agriculture

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Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

package The physical container or wrapping for a product. (p. 739)

mixed bundling Packaging two or more different goods or services in one package. (p. 739)

price bundling When two or more similar products are placed on sale for one package price. (p. 739)

blisterpack A package with a preformed plastic mold surrounding individual items arranged on a backing. (p. 740)

aseptic packaging Packaging that utilizes a technology that keeps foods fresh without refrigeration for extended periods. (p. 741)

cause packaging Packaging that promotes social and political causes. (p. 742)

label An information tag, wrapper, seal, or imprinted message that is attached to a product or its package. (p. 742)

brand label The information tag on a product or package that gives the brand name, trademark, or logo. (p. 742)

descriptive label A label that gives information about the product's use, construction, care, performance, and other features. (p. 742)

grade label A label that states the quality of the product, such as eggs. (p. 743)

Academic Vocabulary

integral Forming an essential part of something and needed to make it complete. (p. 739)

period An amount of time in which something happens. (p. 741)