**FIVE PURPOSES OF PACKAGING**

**CONTAIN** To hold the product directly; this is PRIMARY packaging. Examples include the tube or pump for toothpaste, the can or jar for food, the bottled beverage, the drum for a cleaning product.

**INFORM** To identify the brand and any related companies, to explain how it should be used, to warn about the hazards for misuse, and to reveal product contents. Much of this information is required according to various laws and agencies.

**PROTECT** To prevent spoilage, leakage, breakage, moisture changes, theft and tampering. These packages: seal out contaminants in the environment (germs, dirt, dust, moisture, etc.); protect against tampering, theft, breakage, and spoilage.

**TRANSPORT** To easily and safely move the product from the manufacturer, perhaps to a warehouse, then to the retailer and finally, to the consumer. Instead of all communities manufacturing all goods for their residents, costs are -I reduced when production centers can specialize in the development of a particular item. Parts and/or products can then be transported to communities when completed and/or needed. And storage space at these various locations can be used much more efficiently when cartons are stacked.

**DISPLAY** To attractively display, to sell (a marketing tool). Size, cost, colors, brands, illustrations and shape are all considered for display. As this country changed from the sales person mode to self-service, the package was needed to inform and sell the product. With 10,000 products available in today's typical supermarket, a virtual "jungle" exists. So companies find that investments in packaging bring higher returns than traditional advertising.