

Functions of a packaging

- Packaging **protects** the product from spoilage, light & moisture, contamination & damage → intended to **maintain** and, if necessary, prolong the **quality** of the food product
- Provides **information** to the consumer (labeling, nutritional values, ingredients, BBD)
- Serves **marketing** purposes: the packaging is your representation at the POS

Examples

- **Dry solid products** (e.g. powders, dried vegetables, pasta, snacks... → low aW-value)
 - Often requires protection from oxygen (oxidation) & humidity
 - Often stored at room temperature
 - Possible materials: Cardboard box, plastic bags, glass
 - Low fat food can be equipped with viewing window (exposed to light!)
- **Liquid** (beverages, sauces... → high aW-value) & **gel-like products** (yogurt, dips... → medium aW-value)
 - Often protection from oxygen (oxidation) & contamination from microorganisms required
 - Partly storage at room temperature with appropriate treatment, partly refrigerated storage
 - Possible materials: Glass, plastic, metal cans
 - Glass and plastic may be pigmented to prevent harmful UV-radiation

Possible packaging materials

- Plastics
- Glass
- Metal (cans)
- Paper/ cardboard
- Composites

What to consider?

- Material **properties** of your food (z.B. solid, liquid, gelatinous)
- Which **barrier properties** are required (e.g., oxygen, moisture, light or transport protection)?
- Special **requirements** during **production** (e.g. should the product be heat treated in the packaging)?
- Special **requirements** during **transport** (e.g., by ship, airplane, truck, ...) and **distribution** (e.g., in food retail, e-commerce, ...)
- How should the product be **stored** (e.g., room temperature, refrigerated, frozen)?
- Should the product have certain **handling tools**? (e.g., resealable, spout, opening tool, ...)
- Is the packaging **sustainable** or is there a more sustainable alternative?
- How is the **design** of the product or does it match the corporate identity of your company?
- Pay attention to the legal requirements for food packaging [based on the LMIV](#) (BMEL, 2022), e.g.:
 - Pay attention to the compulsory information on the packaging & the minimum font size
 - Pay attention to the ratio of packaging size & filling quantity ("bluff package")
 - Consider storage instructions, if necessary (e.g., store in a cool & dry place, store at +7°C...)
 - Remember to register your packaging & pay the recycling fee (e.g., Velovia)
 - Order your EAN/GTIN code (e.g., GS1 Germany)

Better Food Consulting

a service of the ZBS Food UG
(haftungsbeschränkt)

Handelsregister:

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No guarantee for completeness and correctness

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