

# 3

# Products and packaging

▶ wrap rage

▶ package design

## Internet research

Search for the keywords *universal design packaging* to find out about Universal Design and its impact on packaging.

## 3.1 About business Packaging



### Discussion

**1** With a partner, think of three examples of products which are packaged well or badly, and say why. Think about protection, identification, transport, storage, display and security.

### Listening for gist

**2** 1:28 Listen to an interview with Charlie Wang, President of New China Packaging, a design consultancy based in Taipei, and answer the questions.

- 1 Why does he think packaging is so important?
- 2 What is special about New China Packaging's approach?

### Listening for detail

**3** 1:28 Listen again and mark these statements *T* (true) or *F* (false).

- 1 Branding is not enough to differentiate almost identical products.
- 2 Business guru Jack Trout thinks that companies overcommunicate their difference.
- 3 Most customers decide which product to buy before going to the store.
- 4 In the past, design teams were not told about financial and manufacturing problems so as not to limit their creativity.
- 5 Creative ideas are often simplified and adapted because focus groups don't like them.
- 6 The task force can't leave their hotel until every member of the team is enthusiastic about the new concept.
- 7 Consumers are not always conscious of what they need.
- 8 New China Packaging's task forces need months or years to deliver a consumer-validated package.

### Discussion

**4** What do you think the advantages and disadvantages of using a cross-functional task force might be for the following situations?

- 1 Interviewing new job candidates
- 2 Briefing software consultants who are designing new systems for the company
- 3 Setting up special deals with important customers
- 4 Creating new in-company training programmes