

## Scan reading

**5** Read the article and answer the questions.

- 1 What is wrap rage?
- 2 Who suffers from it?
- 3 What triggers it?
- 4 What are the underlying causes?

## Paraphrasing

**6** Reformulate these phrases from the article in your own words.

- 1 *to reduce theft from shops* (line 10)
- 2 *the most common triggers of wrap rage* (line 22)
- 3 *even fighting to remove price tags ... can raise blood pressure* (line 26)
- 4 *pure provocation to the ecologically-minded* (line 28)
- 5 *there's light at the end of the tunnel* (line 29)
- 6 *The bottom line is that if they don't react, they risk losing sales ...* (line 32)

## Discussion

**7** You have invented a new children's toy – MP-Bunny, an electronic rabbit which dances, talks and plays children's favourite songs. In small groups, discuss how you will package it. Think about the questions below.

- 1 What different materials could you use? What are their advantages and disadvantages?
- 2 What design elements will you incorporate? Think about shape, colour, photos, logos and text.
- 3 How will your packaging make your product look different from other electronic toys?

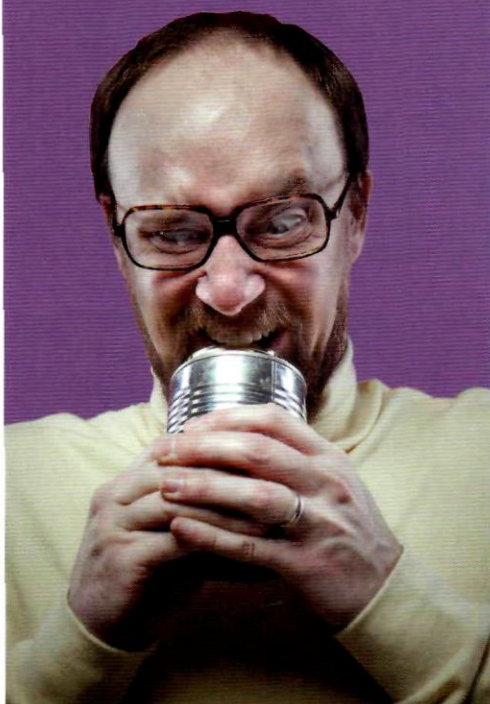
Present your packaging solution to another group.



### Glossary PAGE 153

focus groups  
frustration  
interface with  
provocation  
rage  
resistant  
trigger  
wrap

# WRAP RAGE



SURVEYS show that intense frustration and even injury caused by modern packaging is on the increase, especially amongst seniors. Seventy per cent of over 50s admit to injuring fingers, hands and shoulders as a result of 'wrap rage', a new term used to describe the irritation and loss of self-control experienced when struggling to open wrapping.

In recent years manufacturers have been under increasing pressure to keep food items sterile, to provide child-proof packaging for dangerous or toxic household cleaning products, to protect products during transport and to reduce theft from shops. At the same time, they are forced to keep costs to a minimum. As a result, packaging has become ever more resistant

**'... consumers use all kinds of tools and knives ...'**

to fingers, nails and even teeth. In their frustration with plastic packs, which defeat all attempts to open them, even with scissors, consumers use all kinds of tools and knives. At best, the product inside the packaging is at risk; at worst, it is hardly surprising that 60,000 people a year are injured in Great Britain alone.

Some of the most common triggers of wrap rage are processed cheese packages, tightly wrapped CDs, child-proof tops on medicine bottles, and milk and juice cartons. Ring-pull cans are particularly problematic for older fingers and delicate skin. Even fighting to remove price tags from items bought as gifts can raise blood pressure, and unnecessary overpackaging is pure provocation to the ecologically-minded.

However it seems there's light at the end of the tunnel. Manufacturers are listening to customers' complaints, and some have begun to research and invest in more consumer-friendly packaging. The bottom line is that if they don't react, they risk losing sales if customers simply stop buying products with packaging that offers too much resistance.