Products and packaging

- measurements
- product description
- expressions for product presentations

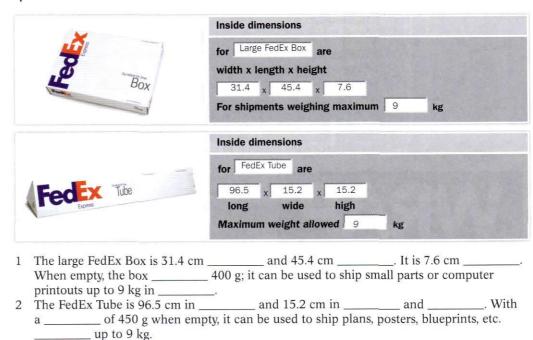
3.2 Vocab	ulary	Specifica	ations an	d features

Discussion

- 1 Put these stages of product development into the most likely chronological order.
- Beta test the product by users in typical situations.
- Conduct market studies to test the concept.
 - Launch the product.
- ☐ Draw sketches and build mockups.
- Go into production.
- ☐ Draw up specifications for the product.
- Generate new ideas in focus groups and brainstorming meetings.
- ☐ Screen out unfeasible or unprofitable ideas.

Reading for detail

2 Read the information on the FedEx® Box and FedEx® Tube and complete the product specification summaries below.



Describing products

Describe the dimensions of objects in your pockets or your bag. Your partner should try to guess what they are.

Collocations

4 Match the nouns in the box with the compound adjectives they most often collocate with.

design devices m	aterials packaging	personal stereos technology
energy-saving	and the same of th	child-resistant
labour-saving	devices	tamper-resistant
fire-retardant		future-proof
water-resistant		fool-proof
waterproof		eye-catching
shockproof		attention-grabbing