

3

Products and packaging

- ▶ measurements
- ▶ product description
- ▶ expressions for product presentations

3.2 Vocabulary Specifications and 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.

	<p>Inside dimensions</p> <p>for <input type="text" value="Large FedEx Box"/> are</p> <p>width x length x height</p> <p><input type="text" value="31.4"/> x <input type="text" value="45.4"/> x <input type="text" value="7.6"/></p> <p>For shipments weighing maximum <input type="text" value="9"/> kg</p>
	<p>Inside dimensions</p> <p>for <input type="text" value="FedEx Tube"/> are</p> <p><input type="text" value="96.5"/> x <input type="text" value="15.2"/> x <input type="text" value="15.2"/></p> <p>long wide high</p> <p>Maximum weight allowed <input type="text" value="9"/> kg</p>

- 1 The large FedEx Box is 31.4 cm _____ and 45.4 cm _____. It is 7.6 cm _____. When empty, the box _____ 400 g; it can be used to ship small parts or computer printouts up to 9 kg in _____.
- 2 The FedEx Tube is 96.5 cm in _____ and 15.2 cm in _____ and _____. With a _____ of 450 g when empty, it can be used to ship plans, posters, blueprints, etc. _____ up to 9 kg.

Describing products

3 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 materials packaging personal stereos technology		
energy-saving	<i>devices</i>	child-resistant
labour-saving		tamper-resistant
fire-retardant		future-proof
water-resistant		fool-proof
waterproof		eye-catching
shockproof		attention-grabbing