

# E-COMMERCE FOR START-UPS

2018-1-ES01-KA229-050819-5

## PACKAGING AND LABELING



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# PACKAGING



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- Packing, which can be made from paper, metal, cardboard, glass, plastic, is a thing which keeps products together. Shortly packing is a protector which protects the product inside it.

- In short, the packaging is the protecting containing the product. Protects the product from physical effects such as bumps, wetting, injury. Packaging allows the product to reach the consumer in the most economical way, creating ease of storage.

- An important task is to provide consumers with ease of choice and use with the information they carry. All information written on it provides great convenience to the consumer and the seller.

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## What Is The Importance Of Box Design?

- We can think of boxes as the clothes of our products. In order to encourage the customer to take the action of buying, the outer design of the box must have all the necessary beauties on it. The ability of the product to hold its own market depends on the design of the box as well as on the selection of an accurate and effective box material





- The product inside the box also represents the exterior design. An attractive, beautiful-looking box designed with colors, compatible fonts and formats suitable for the structure of the product positively affects the customer and encourages them to buy the product.

## Box Design Activity

- Today, design is the transfer of imagination, curiosity and thought to the line, which constitutes the preliminary stage of production in an existing field. The preliminary stage of the applications of box design is shaped in the thoughts and the application is continued. For box design, people are expected to make beautiful designs that will impress and protect the product by opening the doors of imagination.

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## How to Design a Box?

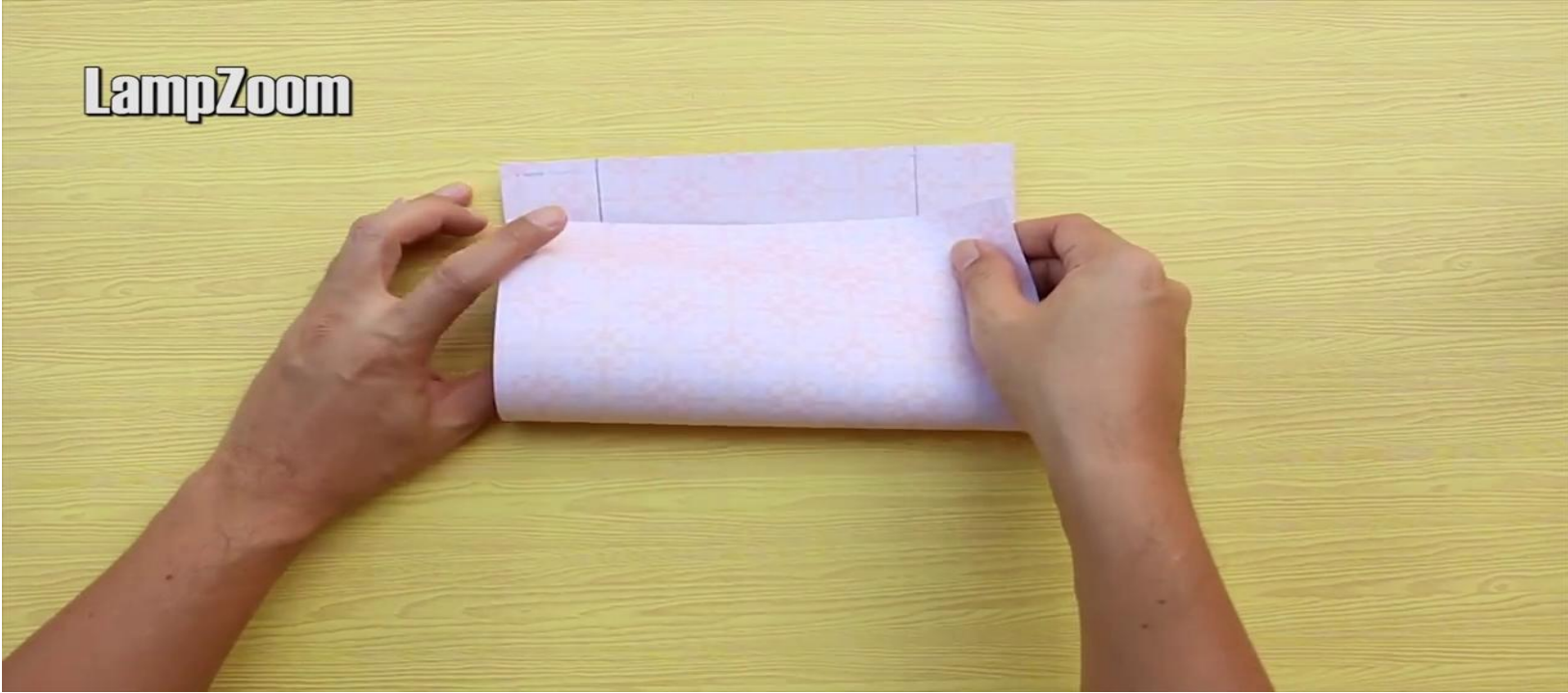
- This is one of the most enjoyable aspects of the business. You use the magic wand inside you to design. Here, the project design process according to the results are reached... For this purpose, our students in charge of the project have designed boxes.

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LampZoom



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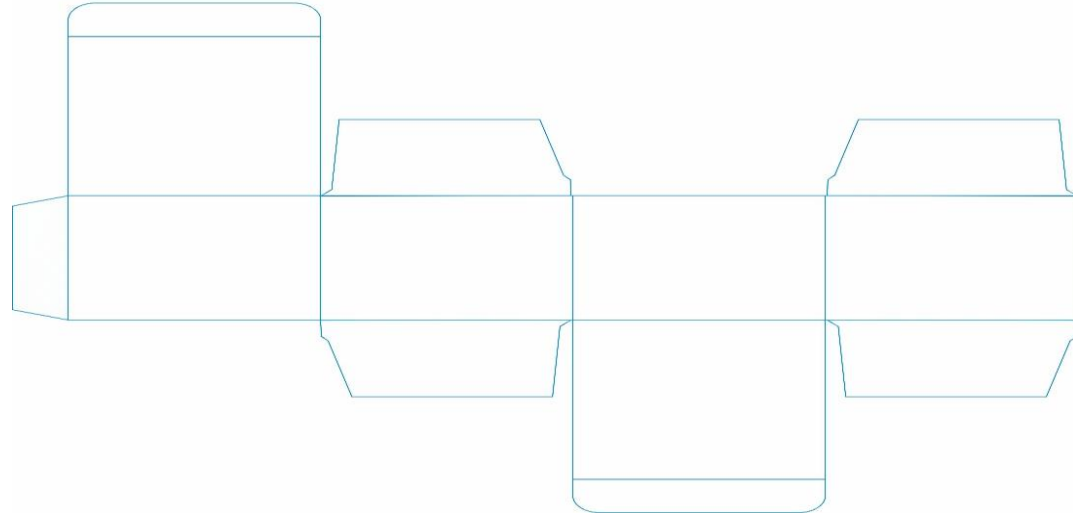
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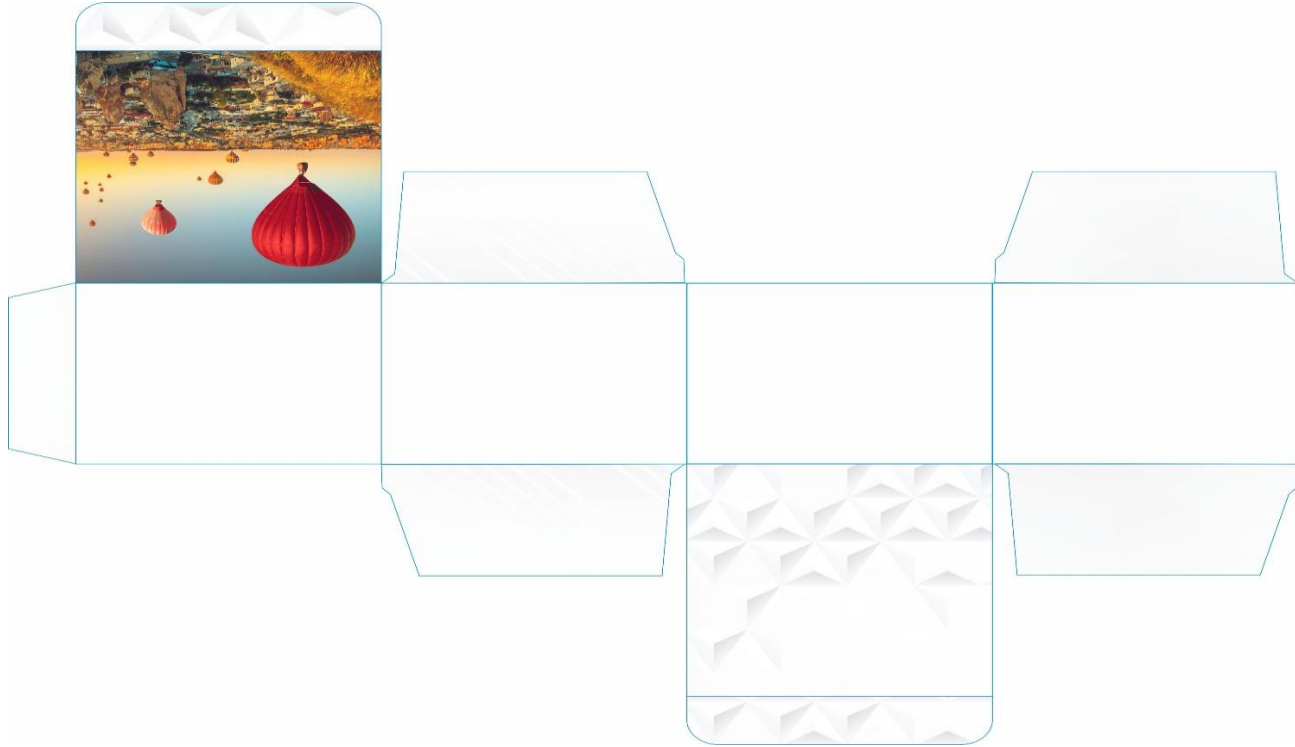
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The steps we have taken so far.

## ***ÇALIŞMA BIÇAK İZİ***



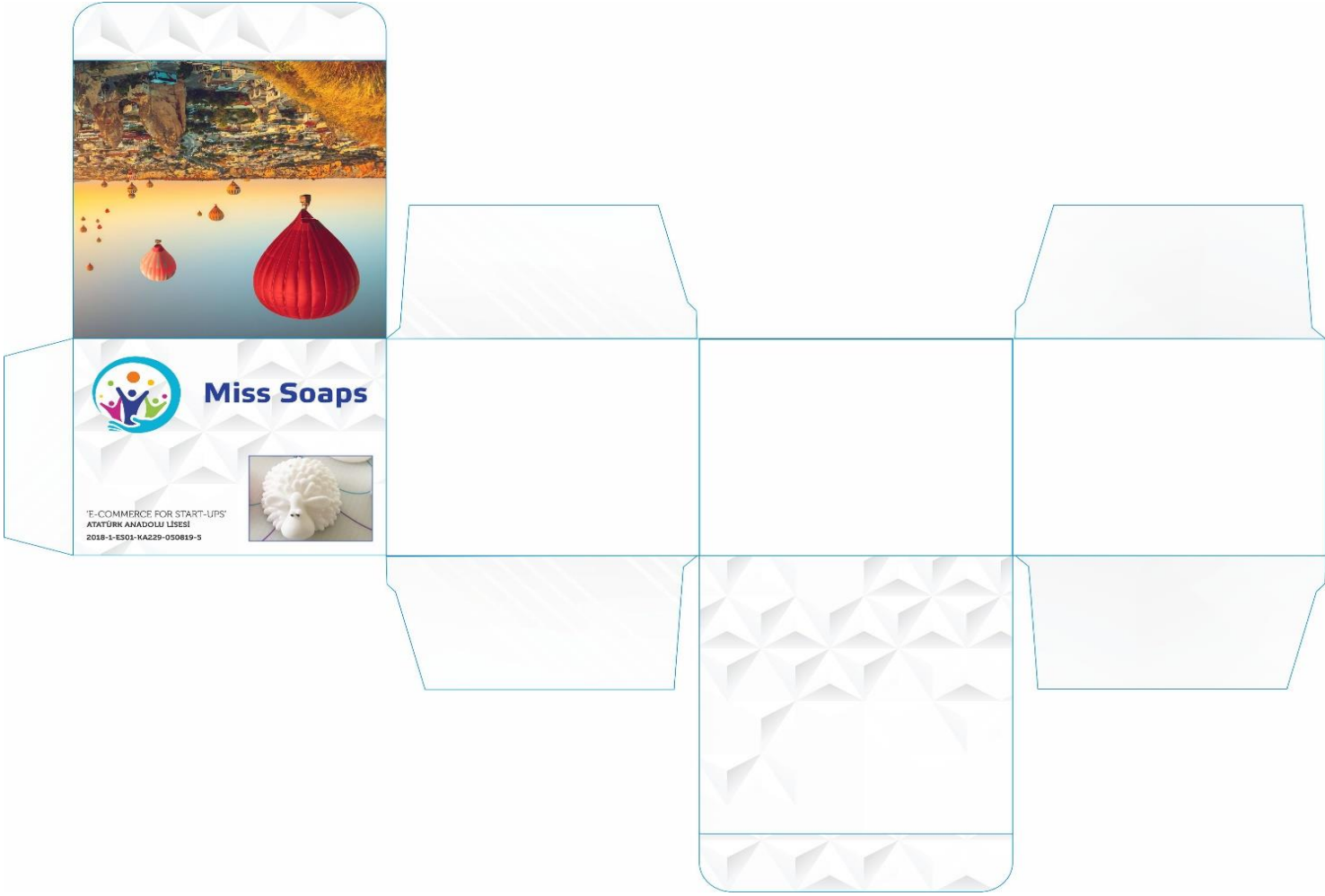
# The first step





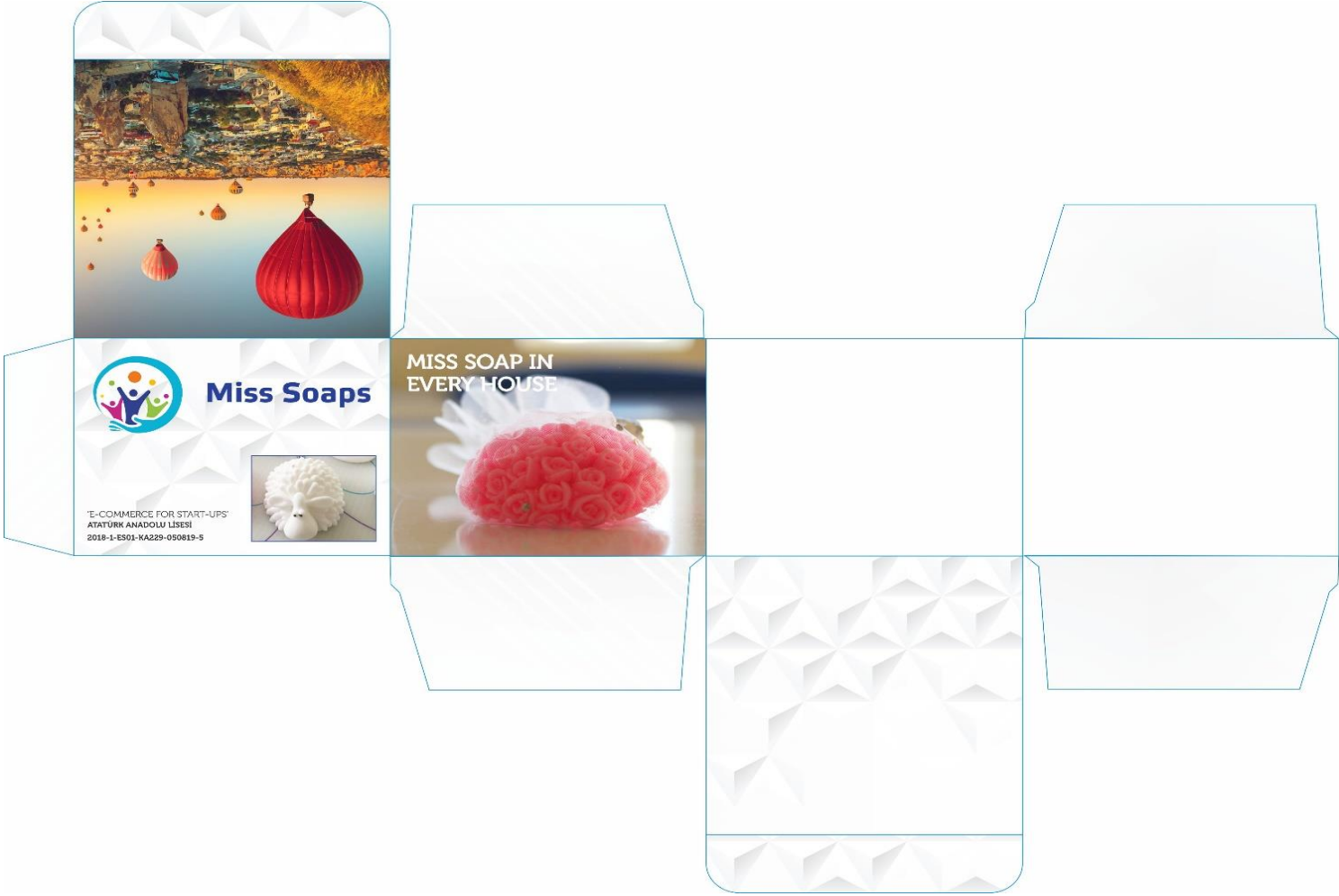
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Thanks For Listening...