

Campbeltown Grammar School Erasmus+



PACKAGING AND LABELING



Campbeltown

What you will see as you travel to Campbeltown



Our task was to design the packaging for shortbread biscuits



- Something to protect the shortbread
- Something to look good
- Appropriate labelling in accordance with legal requirements



Function of packaging :

- **Inform**
- **Market**
- **Protect**

Tourists coming to Scotland want to buy a souvenir to take home and this is frequently shortbread, usually in a tin with a pretty castle or

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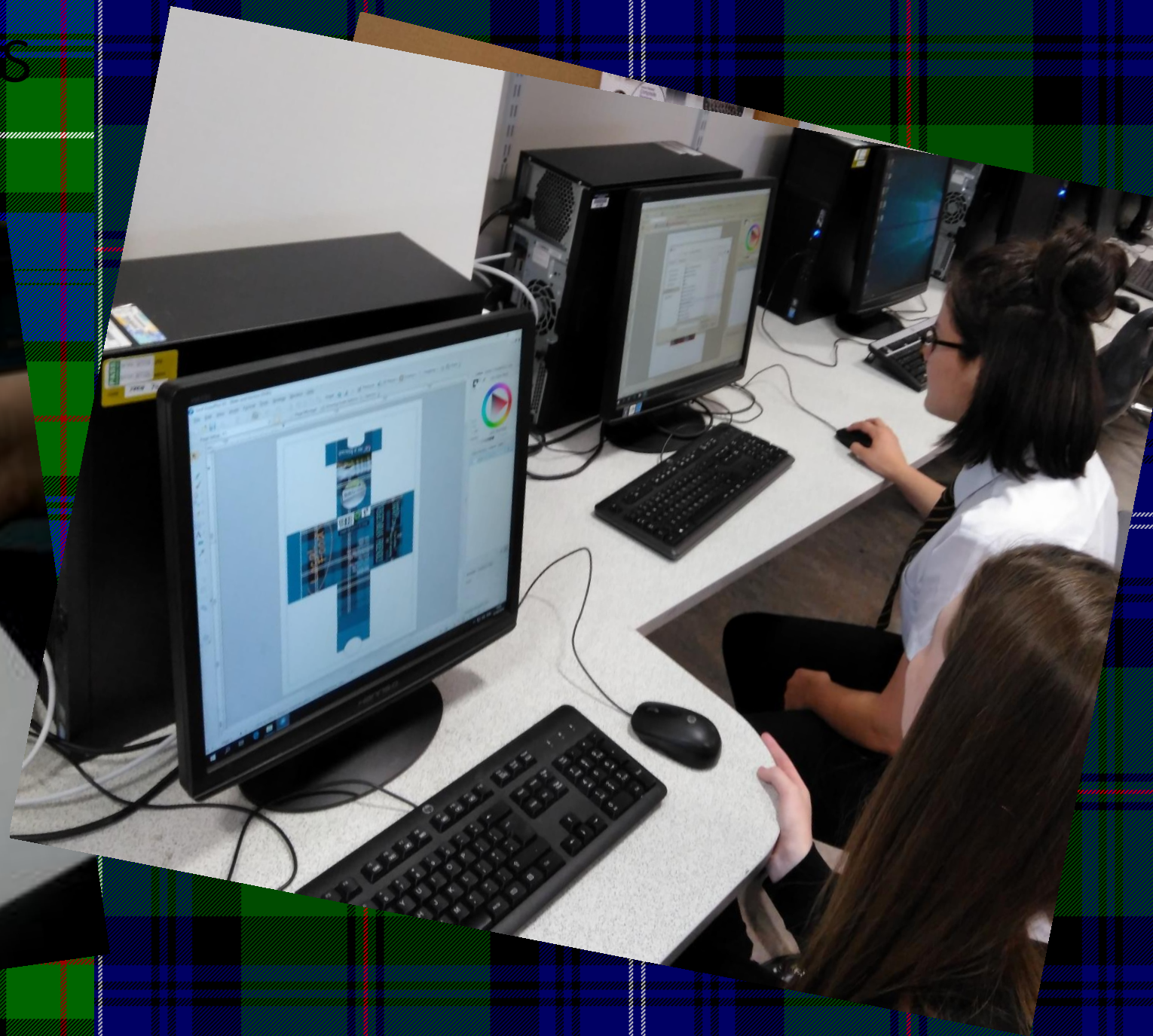
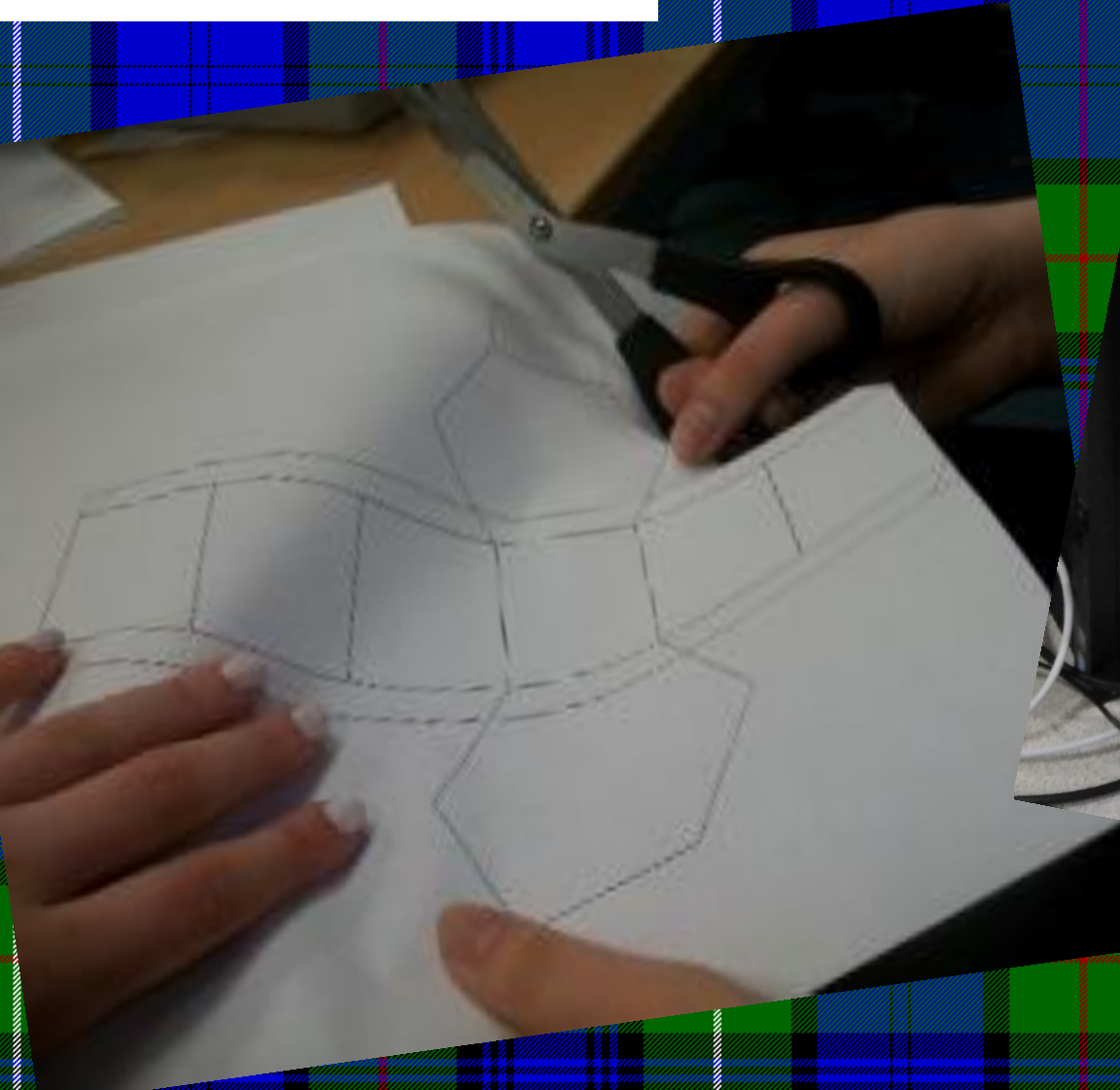


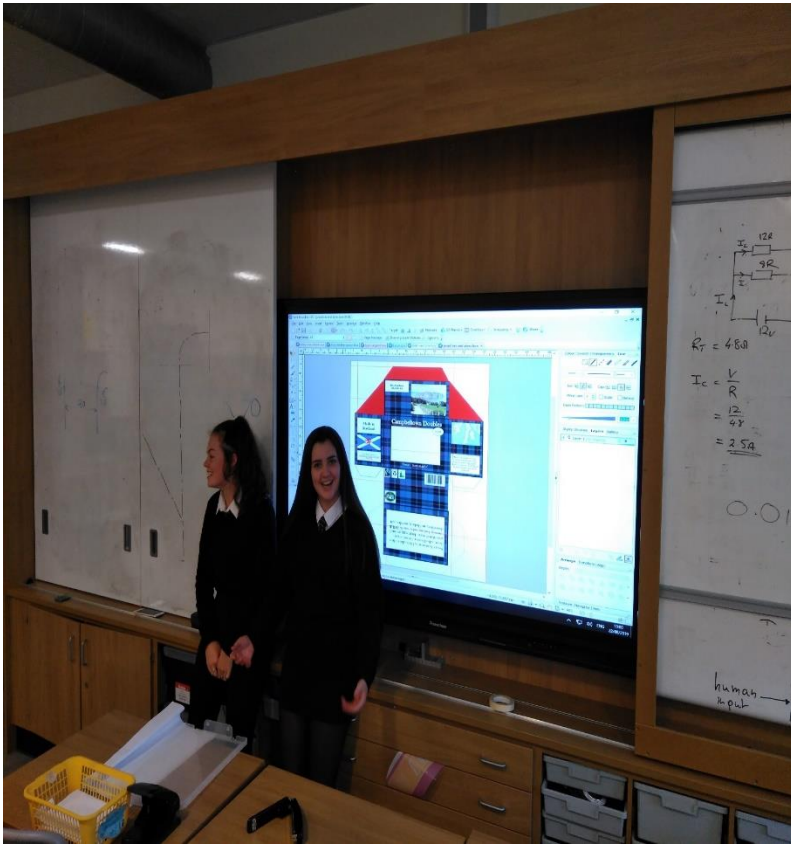


Highland cows

How we used ICT skills

Use of ICT





Making the prototype



Some prototype boxes



Our Packaging with required labelling



Best before
05/03/19



Atoll and Date © 1919



Design of containers properties



Shape regular to stack on shelf



Robust that the biscuits didn't break- ideally we would like to make a tin box for our biscuits



The correct size for the biscuits



Sealed for hygiene reasons



All the relevant information



Clear labelling

STATUTORY LABELLING

The following information MUST be included on any food label:

- 1. Name of the product**
- 2. List of ingredients in order of decreasing weight**
- 3. Weight or volume of product**
- 4. Shelf life (Use by/Best before)**
- 5. Storage instructions**
- 6. Manufacturer's name and contact details**
- 7. Nutrition label**

- **Picture of the product**
- **Serving suggestions.**
- **Barcode**
- **Voluntary traffic light labelling for sugar, fat, salt**
- **Symbols**

VOLUNTARY LABELLING



Gie's a biscuit

This is our company
slogan

Our logo



After our biscuits were made we also had to check dimensions and ensure that the biscuits would fit

We also had to check that we had space on the box for all the required labelling

We added a window to our box as we thought that the look of the biscuits would help sell the product

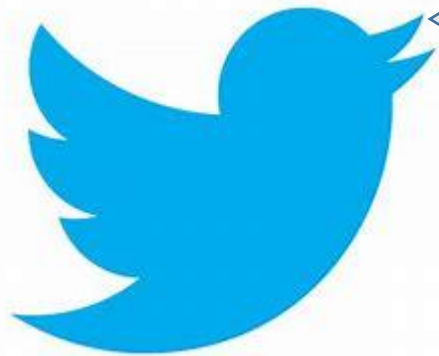
We do think however that our biscuits would be better in a tin box so that it was robust.



Nutritional labelling

	Per 100g	One shortbread biscuit	% Reference index For average adult
Energy	2186kj 523kcal	437kj	5%
Fat	29.6	5.9	8%
Carbohydrates	55.1g	11.0g	4%
Fibre	3.4g	0.7g	
Protein	7.5g	1.5g	

- We had to develop an understanding of what we needed to put onto our box label



Announcing a new local biscuit.
Shortbread now available with views
of Campbeltown.
The prefect present and souvenir of
your visit to our beautiful area



Welcome

The Mull of Kintyre is renowned for wild and unspoilt landscapes and its welcome. It's our home, and where we make our shortbread biscuits.

Why not try some today?





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