2018-1-ES01-KA229-050819_4

"E-COMMERCE FOR START-UPS"

PACKAGING AND LABELING

FOOD PACKAGING & LABELING

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

THE PURPOSES OF PACKAGING AND PACKAGE LABELS

- **Physical protection** – The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, compression, temperature, etc.

- **Barrier protection** – A barrier to oxygen, water vapor, dust, etc., is often required.

- **Information transmission** – Packages and labels communicate how to use, transport, recycle, or dispose of the package or product.

- **Security** – Packaging can play an important role in reducing the security risks of shipment.

- **Marketing** – Packaging and labels can be used by marketers to encourage potential buyers to purchase a product. Marketing communications and graphic design are applied to the surface of the package. Most packaging is designed to reflect the brand's message and identity.
- **Convenience** – Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, using, dispensing, reusing, recycling, and ease of disposal.
- **Considerations of sustainability, environmental responsibility**, and applicable environmental and recycling regulations.

REDUCING & RECYCLING FOOD PACKAGING

- Reduced packaging and sustainable packing are becoming more frequent. The motivations can be government regulations, consumer pressure, retailer pressure, and cost control. Reduced packaging often saves packaging costs.

- Food packaging is created through the use of a wide variety of plastics and metals, papers, and glass materials. Recycling these products differs from the act of literally reusing them in the manner that the recycling process has its own algorithm which includes collecting, sourcing, processing, manufacturing and marketing these products.

MATERIALS USED IN FOOD PACKAGING

Package design and construction play a significant role in determining the shelf life of a food product. The right selection of packaging materials and technologies maintains product quality and freshness during distribution and storage. Materials that have traditionally been used in food packaging include **glass, metals** (aluminum, foils, tinplate, and tin-free steel), **paper** and **paperboards, wood** and **plastics**. Moreover, a wider variety of plastics have been introduced in both rigid and flexible forms. Today's food packages often combine several materials to exploit each material's functional or aesthetic properties. As research to improve food packaging continues, advances in the field may affect the environmental impact of packaging.

DESIGNING THE PERFECT PACKAGING FOR ICON-KOURABIE

- There's no such thing as "standard" packaging. Products come in all shapes and sizes.
- While packaging can be designed on anything you can dream up, there are typically six standard options for packaging:

Box, bag, bottle, canister, tube, packet

COMPONENTS OF PACKAGING

While every product package is different, the following elements typically appear in packaging designs.

And we have seriously taken these under consideration as we put together our final design.

IN MORE DETAILS ABOUT THE LEGISLATION ON THE LABELING OF FOOD PACKAGING

According to European Union regulations on food packaging, specific product-specific information should be provided. Food labels are the means of communication between the manufacturer and consumer, are considered as a form of responsibility on the part of the manufacturer and are aimed at providing the consumer with proper information. The information that must appear on the product packaging (front or rear or side) is distinctive in statutory and non-mandatory. The mandatory information includes the following:

➢Brand logo

➢Product image

➢Product name

➢Product description

➢Barcode

➢Company details (including

contact information)

➢weight

Packaging can also include:

➢Serving suggestions or recipes

➢Ingredients

➢Best before date or expiration date

➢nutrition info

➢Certifications

PRODUCT NAME AND PLACE OF ORIGIN

All pre-packaged food must be labeled with the name of the food. The name should specify the content and include information on the physical condition of the food or the specific treatment it has undergone (powder, cooling, concentrated, smoker, etc.), so as to distinguish the food from other products. Treatment with ionizing radiation should always be reported. The indication of the place of origin is compulsory for certain categories of products such as meat, fruit and vegetables as well as for foods containing a specific name. It is also mandatory when the brand or other label elements, such as an image or a reference to a place, can mislead the consumer as to the true origin of the product.

DATA OF PRODUCER

The name and contact details of the producer or packager or an approved vendor must be written on the label of the food.

THE NET QUANTITY

The net quantity of the product should be indicated on the label. For liquids expressed in units of volume (milliliters (ml), liters (L)), for solids in mass units [(grams (g), kg (kg)]. The net weight is indicated by the symbol 'e', which must not be confused with the E of the additives.

LIFETIME

The shelf life of products e.g. the date until which a food retains its particular properties and is safe to use under proper maintenance conditions, is a mandatory labeling field. In foodstuffs with a shelf-life of more than 3 months, the month and the year in which they are to be consumed must be indicated, and in foods with a shelf life of less than 3 months, the day and the month until which they can be to be consumed. The phrase 'Consumption up' is used for foods that are microbiologically fragile and their consumption after the end of the date indicated may be a direct risk to human health, such as food poisoning. All packaged fresh products bear this expiration date. The phrase "preferably before end" is mainly used in foods that can be kept longer (preserves, cereals, spices, etc.) which after the end of the date indicated may deteriorate qualitatively (taste distortion and texture), but are usually not hazardous to health.

MAINTENANCE CONDITIONS AND INSTRUCTIONS FOR USE

Consuming food before the expiry date on its own does not ensure consumer safety, as inappropriate maintenance conditions can make it dangerous before the proposed date. For this reason, there are instructions for the safe maintenance of the products, for example. "Kept at 0-3 ° C" or "kept in a cool and dry place", "after opening it is kept in the refrigerator for 3-4 days" etc .

BATCH NUMBER

Batch number, which is usually a tricky code for the consumer e.g. L305804445, is very important for food safety, but also for the prevention of food crises.

COMPONENTS

Foods must have on the label a list of the ingredients they contain. "Ingredient" means any substance - including additives (E) - used in the manufacture or preparation of a foodstuff and continues to exist, albeit in a modified form. The ingredients should be listed in descending order of their weight at the time of their use for the preparation of the food. In addition, food additives, natural or synthetic substances such as coloring agents, stabilizers, preservatives, antioxidants, etc., bearing an "E" code, a declaration of approval of the substance as a food additive by the European Union.

NUTRITIONAL ELEMENTS

Where food labels have nutritional labeling, specific rules should be followed. For nutrients, the 4 or 8 shape may be followed to record (typically in tabular form): energy, proteins, carbohydrates, fats or energy, proteins, sugars, fats, saturated fats, dietary fiber, sodium. Vitamins and minerals (minerals) must be listed if they provide more than 15% of Recommended Daily Intake (RDA) for solid products and 7.5% of RDA in beverages. The nutrient content is usually expressed in quantities per 100 grams or 100 milliliters of product, per portion of product (indicating the number of portions in the product), and as a percentage of RDA.

The use of the word "organic" on food labels is strictly regulated by EU legislation. It is permissible only if it refers to specific food production methods which respect high standards of environmental protection and animal welfare.

IN ADDITION, THE FRAMEWORK PROVIDES FOR:

- specific rules for active and intelligent materials (designed to be so not idle),
- attempts to adopt additional measures of the EU for specific materials (e.g. plastic),
- the evaluation process of the safety of substances used for the production of YET, with the involvement of the European Authority Food Safety,
- rules on labeling, which include an indication of their use (eg as a coffee machine, wine bottle, or tablespoon) or reproduce the symbol,
- provisions to prove it compliance and traceability.

FINALLY, BASED ON THE PRINCIPLES SET OUT IN THE COMMISSION REGULATION (EC) 1935/2004, THE MATERIALS SHOULD NOT:

- to release their ingredients in foods at levels that are harmful to human health,
- to alter composition, taste and flavor the smell of food in no way acceptable.

- Foods come in contact with many materials and articles in the production, processing, storage, preparation and their bid, before the final their consumption. These materials and articles are called materials in contact with food (FCM / YET). These materials must be sufficiently inert so that their ingredients do not adversely affect the health of either consumers or consumers quality of food.

HAVING THESE IN MIND WE DECIDED TO USE BOXES FROM PAPERBOARDS FOR PACKING ICON-KOURABIE

In more details we suggested to use paperboards for packing our product, ICON kourabie, because it complies the above conditions plus that it will be easily transferred since it mainly be preferred from tourists as a souvenir.

Also the red color for the label will attract attention and as decoration the packing will have pictures of our product.

During Christmas season and because it is considered festive cookie, we could add photos with Christmas trees or something similar.

In addition because it will be produced in different flavors it will be nice if for every flavor the packing has a relevant picture, e.g. for kourabie with flavor chocolate bars of chocolate, for kourabie with caramel a piece of caramel etc.

SO OUR PACKAGE WILL BE A BOX MADE FROM PAPERBOARD AND ON IT THERE WILL BE:

- The name of our product:

ICON-kourabie

- The name of the producer!!!

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1 EPAL Kavalas

A COMPANY'S DETAILS
CONTACT INFORMATION SHOULD BE INCLUDED:

http://1epal-kaval.kav.sch.gr/icon

- The barcode of the product:

234567 899992

- Storage Conditions ...ep it in a dry place ... from high temperatures

- The product's logo:

ICON-kourabie

- The product's description:

Traditional ice-sugared butter cookies (with almonds)

- Best before date: 01-01-2020
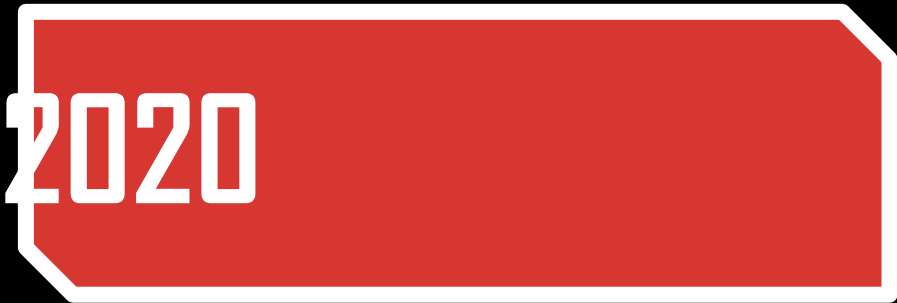
- Net weight : 0 gr

THE IMAGE OF OUR PRODUCT

THE INGRENTIENTS:

Flour, sugar,

baking powder, egg, butter, icing-sugar,

brandy, almonds

NUTRITIONAL ANALYSIS PER 30 GR OF ICON-KOURABIE

- Calories 150 kcal
- Carbohydrates 15.3g
- Proteins 1.86g
- Fat 9.96g
- Saturated 1.95g
- Monounsaturated 4.11g
- Polyunsaturated 3.15g
- Fiber 0.93g

NUTRITIONAL ANALYSIS PER 100 GR OF ICON-KOURABIE

- Calories 500 kcal
- Carbohydrates 51g
- Proteins 6.2 g
- Fat 33.2 g
- Saturated 6.5 g
- Monounsaturated 13.7 g
- Polyunsaturated 10.5 g
- Fiber 3.1 g

...a couple with flavours:

THE BACK OF THE PACKAGE

Package 1 (yellow ingredients box):

Ingredients:
Flour, sugar, baking powder, egg, butter, icing-sugar, brandy, almonds

NUTRITIONAL ANALYSIS PER 30 GR OF ICON-KOURABIE
- Calories 150 kcal
- Carbohydrates 15.3g
- Proteins 1.86g
- Fat 9.96g
- Saturated 1.95g
- Monounsaturated 4.11g
- Polyunsaturated 3.15g
- Fiber 0.93g

NUTRITIONAL ANALYSIS PER 100 GR OF ICON-KOURABIE
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- Fat 33.2 g
- Saturated 6.5 g
- Monounsaturated 13.7 g
- Polyunsaturated 10.5 g
- Fiber 3.1 g

Net weight: 500 gr

Keep it in a dry place
Protect from high temperatures

http://1epal-kaval.kav.sch.gr/icon

Best before date: 01-01-2020

234567 899992

Package 2 (brown ingredients box):

Ingredients:
Flour, sugar, baking powder, egg, butter, icing-sugar, brandy, chocolate

NUTRITIONAL ANALYSIS PER 30 GR OF ICON-KOURABIE
- Calories 150 kcal
- Carbohydrates 15.3g
- Proteins 1.86g
- Fat 9.96g
- Saturated 1.95g
- Monounsaturated 4.11g
- Polyunsaturated 3.15g
- Fiber 0.93g

NUTRITIONAL ANALYSIS PER 100 GR OF ICON-KOURABIE
- Calories 500 kcal
- Carbohydrates 51g
- Proteins 6.2 g
- Fat 33.2 g
- Saturated 6.5 g
- Monounsaturated 13.7 g
- Polyunsaturated 10.5 g
- Fiber 3.1 g

Net weight: 500 gr

Keep it in a dry place
Protect from high temperatures

http://1epal-kaval.kav.sch.gr/icon

Best before date: 01-01-2020

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Package 3 (pink ingredients box):

Ingredients:
Flour, sugar, baking powder, egg, butter, icing-sugar, strawberries (fresh & dried)

NUTRITIONAL ANALYSIS PER 30 GR OF ICON-KOURABIE
- Calories 150 kcal
- Carbohydrates 15.3g
- Proteins 1.86g
- Fat 9.96g
- Saturated 1.95g
- Monounsaturated 4.11g
- Polyunsaturated 3.15g
- Fiber 0.93g

NUTRITIONAL ANALYSIS PER 100 GR OF ICON-KOURABIE
- Calories 500 kcal
- Carbohydrates 51g
- Proteins 6.2 g
- Fat 33.2 g
- Saturated 6.5 g
- Monounsaturated 13.7 g
- Polyunsaturated 10.5 g
- Fiber 3.1 g

Net weight: 500 gr

Keep it in a dry place
Protect from high temperatures

http://1epal-kaval.kav.sch.gr/icon

Best before date: 01-01-2020

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Package 4 (yellow ingredients box):

Ingredients:
Flour, sugar, baking powder, egg, butter, icing-sugar, brandy, lemon peel grind & candied

NUTRITIONAL ANALYSIS PER 30 GR OF ICON-KOURABIE
- Calories 150 kcal
- Carbohydrates 15.3g
- Proteins 1.86g
- Fat 9.96g
- Saturated 1.95g
- Monounsaturated 4.11g
- Polyunsaturated 3.15g
- Fiber 0.93g

NUTRITIONAL ANALYSIS PER 100 GR OF ICON-KOURABIE
- Calories 500 kcal
- Carbohydrates 51g
- Proteins 6.2 g
- Fat 33.2 g
- Saturated 6.5 g
- Monounsaturated 13.7 g
- Polyunsaturated 10.5 g
- Fiber 3.1 g

Net weight: 500 gr

Keep it in a dry place
Protect from high temperatures

http://1epal-kaval.kav.sch.gr/icon

Best before date: 01-01-2020

234567 899992

BOXES ARE READY!

A PACKAGE FOR CHRISTMAS
FOR WEDDINGS AND BIRTHS
…EVEN FOR VALENTINE'S DAY!…

HOPE THAT YOU ENJOYED WATCHING THE PRESENTATION!
THANK YOU!