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Food package and packaging

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Package is a physical coverage that purposely used for the protection and also helps to save the food products from contamination. While packaging is the process of creating the package for food products that also helps in transportation. For packaging various equipment are used for different purposes that include fillers, counters, cappers, labelers, cartons, case loaders, sealers etc. Packages primarily provide protection to the product, stop the transfer from environment, facilitate in transportation and avoid any damage to the product also display provides the information about brand, size, color, price and constituents for consumers. Packaging could be done for various groups of society e.g, for consumers, for military and for industries. Different types of packages are used involving flexible, semi-flexible and rigid. Packaging should be done on the basis of reduce, reuse, recycle and recover concept to minimize the pollution by considering the environmental pollution. For the successful packaging some elements should be kept in mind that are communication, market analysis, style, copy, product liability, export consideration, vending, material selection, product requirement, consumer expectation, retail space, cost and testing.

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