CONTENTS

CHAPTER ONE	
PERSPECTIVE ON PACKAGING	1
What Is Packaging?	3
Primitive Packaging	4
From Rome to the Renaissance	6
The Industrial Revolution	7
The Evolution of New Packaging Roles	8
Packaging in the Late 20th Century	10
Modern Packaging	12
Environmental and Sustainability Issues	21
The Modern Packaging Industry	31
Can Alegina w	
CHAPTER TWO	· ·
PACKAGING FUNCTIONS	37
Introduction	39
The Contain Function	40
The Protect/Preserve Function	4.1
The Food Preservation Function	42
The Transport Function	56
The Inform/Purchase Decision Function	57
The End-of-Life or Cradle-to-Cradle Function	58

CHAPTER THREE	
BRAND IDENTITY STRATEGY AND PACKAGE DESIGN	61
Introduction	63
Demographics, Psychographics and Ethnography	65
The Retail Environment	68
Fundamental Messages	69
Equity and Brand Names	71
Color	73
Graphic Design Elements	74
Balance and Unity	76
Direction and Dominance	76
Typography	78
Package and Marketing Studies	80
Market and Package Evaluation Methodology Examples	81
CHAPTER FOUR	
PACKAGE PRINTING AND DECORATING	89
Introduction	91
Color	91
Artwork	100
Preparation for Printing	107
Proofing	109
Printing Methods	111
Relief Printing: Flexography and Letterpress	113
Lithography	116
Gravure Printing	119
Digital Printing	121
Comparing Flexography, Lithography, Gravure, and Digital	122
Other Package Decoration Techniques	124
Printing Dimensional Packages	127
Labeling	131
CHAPTER FIVE	
ENVIRONMENTAL AND SUSTAINABILITY ISSUES	137
Consumer Perceptions	139
Sustainability and Packaging	139

	Contents
Defining and Producing Sustainable Packaging	142
Environmental Labeling and Declaration	150
Environmental Packaging Procedure Template	154
CHAPTER SIX	
PAPER AND PAPERBOARD	165
Sources and Preparation of Fiber	167
Representative Paper-Making Machines	171
Paper Characterization	176
Paper Types	179
Paperboard Grades	181
Selected Methods of Paper Characterization	183
CHAPTER SEVEN	
PAPERBOARD CARTONS	187
Paperboard Package Classifications	189
Folding Carton Design	190
Selecting the Correct Paperboard	193
The Carton Production Process	194
Basic Tube-Style Folding Cartons	197
Basic Tray-Style Cartons	205
Beverage Baskets and Setup Boxes	208
Premint No.	
CHAPTER EIGHT	
METAL CANS AND CONTAINERS	213
Background	215
Can-Making Steels	217
Three-Piece Steel Cans	219
Two-Piece Drawn Cans	221
Impact Extrusion	225
Aerosol Cans	228
Can Dimensioning	228
Protective Coatings for Cans	228
Decoration	230
Aerosols	230

CHAPTER NINE	
GLASS CONTAINERS	239
Glass Types and General Properties	241
Commercial Glass Manufacturing	243
Bottle Manufacturing	245
Bottle Design Features	251
CHAPTER TEN	
POLYMER CHEMISTRY FOR THE NONCHEMIST	261
Introduction to Plastics	263
Polarity and Material Properties	266
Hydrocarbons and Polyethylene	267
Other Packaging Polymers	273
Molecular Structure and Properties	274
Thermal Behavior	277
Density and Yield	280
Thermoplastic and Thermoset Polymers	281
CHAPTER ELEVEN	
SHAPING PLASTICS	285
Selecting the Material and the Process	287
Plasticating Extruders	289
Profile Extrusion	290
Injection Molding	295
Extrusion Blow Molding	301
Injection Blow Molding	306
Bottle Design	310
Thermoforming	314
Other Forming Methods and Variations	318
Recognizing Molding Methods	321
CHAPTER TWELVE	
PLASTIC APPLICATIONS	325
Polyethylene (PE)	327
High-Density Polyethylene (HDPE)	328
Low-Density Polyethylene (LDPF) and Linear Low-Density Polyethylene (LLDPF)	220

	Contents
Polystyrene (PS)	332
Polypropylene (PP)	333
Polyethylene Terephthalate (PET)	335
Polyvinyl Chloride (PVC)	337
Polyvinylidene Chloride (PVDC)	338
Polyvinyl Acetate (PVAC) and Ethylene-Vinyl Acetate (EVA)	339
Polyamide (PA or Nylon)	339
Polyvinyl Alcohol (PVAL) and Ethylene-Vinyl Alcohol (EVOH)	341
Ethylene Acid Copolymers and Ionomers	341
Other Packaging Polymers	342
Additives	345
Characterizing Plastic Materials	346
Chemical Properties	355
CHAPTER THIRTEEN	
CLOSURES	361
Selection Considerations	363
Container and Closure Dimensioning	364
Metal Closures	367
Closure Seals	370
Plastic Closures	373
Injection Molds and Closure Design	374
Closure Application	376
Tamper Evidence	378
Tamper-Evident Closure Systems	379
Child-Resistant (CR) Closures	380
Special Closures and Functions	380
CHAPTER FOURTEEN	
ADHESIVES	389
Introduction to Adhesives	391
Theories of Adhesion	392
Surface Treatment	394
Solidification	397
Common Classes of Packaging Adhesive	399
Flexible Laminating Adhesives	405

Contents

Adhesive Application	406
Viscosity	407
Adhesive Selection and Considerations	410
Inspecting Bond Failures	415
CHAPTER FIFTEEN	
FLEXIBLE PACKAGING LAMINATES	419
Laminates	421
Aluminum Foil	422
Vacuum Metallizing	427
Other Non-Organic Coatings and Barrier Treatments	430
Laminate Structural and Physical Properties	432
Flexible Bags, Pouches and Sachets	434
Vertical and Horizontal Form/Fill/Seal Machines	434
Sealability	436
Barrier Properties	439
Aesthetics and Other Properties	441
Laminating Processes	442
Specifying Laminates	446
Examples of Laminates	448
CHAPTER SIXTEEN	
CORRUGATED FIBERBOARD	453
Introduction	455
Papermaking	455
The Corrugated Structure	459
Corrugated Box Manufacturing	461
The Corrugator	464
Finishing/Converting	465
Regulations and Standards	468
Specifying Box Requirements and Design with Box Styles	473
Testing (Shop Floor and Referee)	477
Special Treatments	486
References	488
Reference Organizations	489

CHAPTER SEVENTEEN	
DISTRIBUTION PACKAGING	491
	493
Distribution Packaging: A Systems Approach Tracking Distribution Losses	499
The Warehouse	503
Unit Loads	504
Good Distribution Practice	509
Evaluating Distribution Packaging	511
CHAPTER EIGHTEEN	
SHOCK, VIBRATION AND COMPRESSION	525
Shock	527
Quantifying Shock Fragility	530
Cushioning Against Shock	534
Vibration	536
Compression	540
Estimating Required Compression Strength	546
CHAPTER NINETEEN	
PACKAGING LAW	551
Complying with Legal Requirements	553
Subject Matter of Packaging Law	554
Concepts of Packaging Law	560
CHAPTER TWENTY	
PACKAGING MACHINERY	567
Automated Production	569
The New Production Line	570
Speed	573
Buffers	577
Straight-Line and Rotary Systems	579
Changeovers	581
Machine Control	583
Upgrading Existing Equipment	584
Filling Systems	584

Contents

Liquid Filling	586
Dry-Product Filling	591
Introduction to Statistical Process Control (SPC)	596
Sources of Information	604
CHAPTER TWENTY-ONE	
APPLIED PACKAGING	609
Carded Display Packaging	611
Blister Packaging	612
Carded Skin Packaging	614
Chub Packages	615
Fiber Cans	615
Collapsible Tubes	617
Plastic and Paper Bags	618
Bar Codes	622
Security Labeling	626
Durable Goods Packaging	627
Wood Packaging	628
Pharmaceutical Packaging: Human Drugs and Biologics	630
Creative Designs	644
Molded Pulp Containers and Forms	648
CHAPTER TWENTY-TWO	
THE PACKAGE DEVELOPMENT PROCESS	653
Managing the Packaging Function	655
Project Scope	657
Package Development Process	659
Specifications	665
Writing a Specification	668
Case Study: Redesign of an Oil Bottle and Shipping System	673
An Example of Graphic Design Development	678
Package Designer's Checklist	680
ANSWERS TO CHAPTER REVIEW QUESTIONS	689
INDEX	72 5