

## PACKAGING EVOLUTION AND DESIGN

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### Annotation

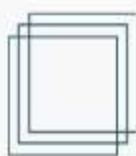
The article examines the evolution, the role and significance of packaging design, wrapper, provides the basic rules that should be followed by the manufacturer in its development, as well as typical mistakes in product design, emphasizes the role of color in the development of design.

**Keywords:** design, packaging, brand, marketing management, evolution

### Introduction

Packaging evolution. The first artificial packaging appeared when a reasonable person first needed to stock up on food. These were the most "natural" items of storage created by nature: leaves, tree bark, animal skins. Later, with the advent of the potter's wheel, ceramic packaging appeared, on which, by the way, for the first time they began to apply works of art or simply images of the product contained in it. In ancient Rome, the first barrels appeared as containers, which simplified the movement of many different products at once.

100 years ago	20 000 years ago	8 000 years ago	3 000 years ago
using the leaves as packaging	use of wicker baskets as packaging	use of ceramic products as packaging	use of wooden barrels as packaging
16-17 century AD	17-18 century AD	18-19 century AD	19-20 century AD
use of glass bottles as packaging	using all kinds of metal containers as packaging	the use of paper and leather products as packaging	use of tin for jars as packaging
20th century	20th century	20th century	21 century
using cans as packaging	use of tetra pack packaging for bottling milk and juices	using cardboard boxes as packaging	the use of plastic for the production of a wide range of packaging



Nicolas Aypert, a French inventor of the early 19th century, first introduced the world to a new way of packaging a product - canning in glass containers. The canning process surpassed all other methods of storing food, because the quality and freshness of the product was preserved for much longer in glass packaging without access to air, a natural oxidizer.

Peter Durand, a British inventor of the same 19th century, proposed canning food in cans. This was a new step in the development of packaging. A tin can, in comparison with a glass one, was stronger and lighter, which simplified transportation and increased the safety of products. The tin can is more difficult to break.

At the beginning of the 20th century, the first plastic packaging appeared, but their first mass use began only during the Second World War. Food, medicine and weapons had to be packed so that they would not be damaged during transportation both in the heat and in the pouring rain, with all this, a person should always be able to get these things at any time without attaching to this special effort. After the war, plastic packaging found its way into civilian sectors.

### **Main Part**

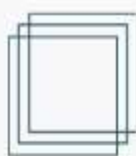
Today we use the well-known Tetra pak packaging technology. Multilayer packaging, which includes all the advantages and excludes all the disadvantages of the previous types of packaging. It is lightweight, compact, durable and suitable for any product, it can be opened and closed quickly. More than 170 countries around the world use this technology for their products.



1. Outer layer of polyethylene
2. Cardboard (shape and strength)
3. The bonding layer of polyethylene
4. Aluminum (protection from the sun, oxygen and the penetration of odors)
5. Polyethylene bonding layer
6. Inner layer of polyethylene (special polyethylene for contact with the product)

But there is no edge to perfection. The development of new, more efficient packaging is already underway, designed not only to preserve the effectiveness of Tetra Pak, but also to take care of our nature. The modern trend "Climate change" and environmental protection have done their job and

now organic "natural" packaging is being produced. Their vocation will be to reduce the amount of garbage and save the already polluted planet.



## **Design**

The packaging of any product is the main communication medium of the brand, and the success of the product on the market largely depends on the extent to which its appearance matches the content.

You can create a product of excellent quality, you can clarify that there are no chemical additives in it, that after consumption, wings grow and life, so to speak, begins to bubble up. It doesn't sound bad, but it will all be useless if your product has a boring, unattractive appearance.

Also, the packaging design is:

- An effective tool for increasing sales;
- A means of increasing competitiveness in the consumer goods market;
- An important element of the marketing promotion strategy.

Design is a tool that can be used to draw consumers' attention to products and increase sales. Packaging design helps to present the product in the most attractive light. High-quality packaging design helps to understand what the product is intended for, how to use it and, most importantly, makes you want to buy it.

- The color of the package is the most important element that should instantly grab my attention and distinguish the product from its counterparts - the first contact.

- The font of the text on the package is an equally important element for the perception of the human eye after color, highlighting and giving basic information about the product - the second contact.

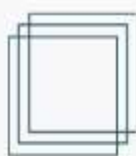
- The form of packaging is a tactile element of the product, communication with the product and building its image.

Of course, there are other elements, such as the image, the shape of the texture of the packaging, etc., but these are secondary.

It will be much more difficult to get lost in a hypermarket among other products of the same type with a unique shape. If you think about it, then most of the goods have a rectangular shape, based on this, it can be assumed that if you make the packaging of the same product olive-shaped or drop-shaped, then this will instantly attract everyone's eyes. Even cutting off the corners of the rectangle will create contrast and attract attention.

The process of creating new packaging is a joint creative work of designers and designers, which requires knowledge, experience and high qualifications. Achieving maximum efficiency of packaging is possible only with a harmonious combination of its shape and design.

Like all three-dimensional objects, every packaging has its own unique shape that affects us and the space around us. You can describe packaging as a matter of logistics, how convenient it is to use it, and how convenient it is for the customer. And sometimes - her own influence on a person and space.

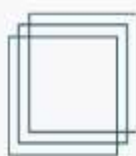


The concept of beauty, the principle of beauty, was studied in Ancient Greece on three-dimensional objects, which later formed a new branch of science - Aesthetics. The Greeks saw the Universe as a constant variety of all sorts of elements that continuously conflict and function with each other.

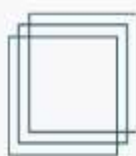
The situation is exactly the same with packaging forms. When we see them, we see not just a form, but a certain familiar image of something else, something beautiful, something with which we are gladly ready to touch and see. This is communication of packaging with our imagination, desires. A perfect example is the glass bottle of Coca-Cola, which is shaped like a girl's waist and hips. Forms pass into images, images pass into consciousness and from there a form is born again.

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