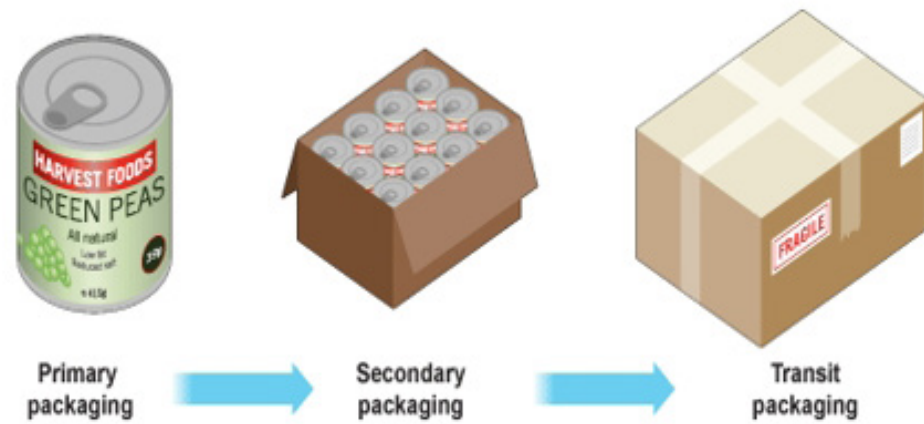


# Packaging Terms



Primary and Secondary Packaging



## Primary and Secondary Packaging



Primary and Secondary Packaging





Primary and Secondary Packaging



Display Box (or P.O.P)



Display Box (or P.O.P)



Display Box (or P.O.P)





Display Box (or P.O.P)



Display Box (or P.O.P)



Display Box (or P.O.P)



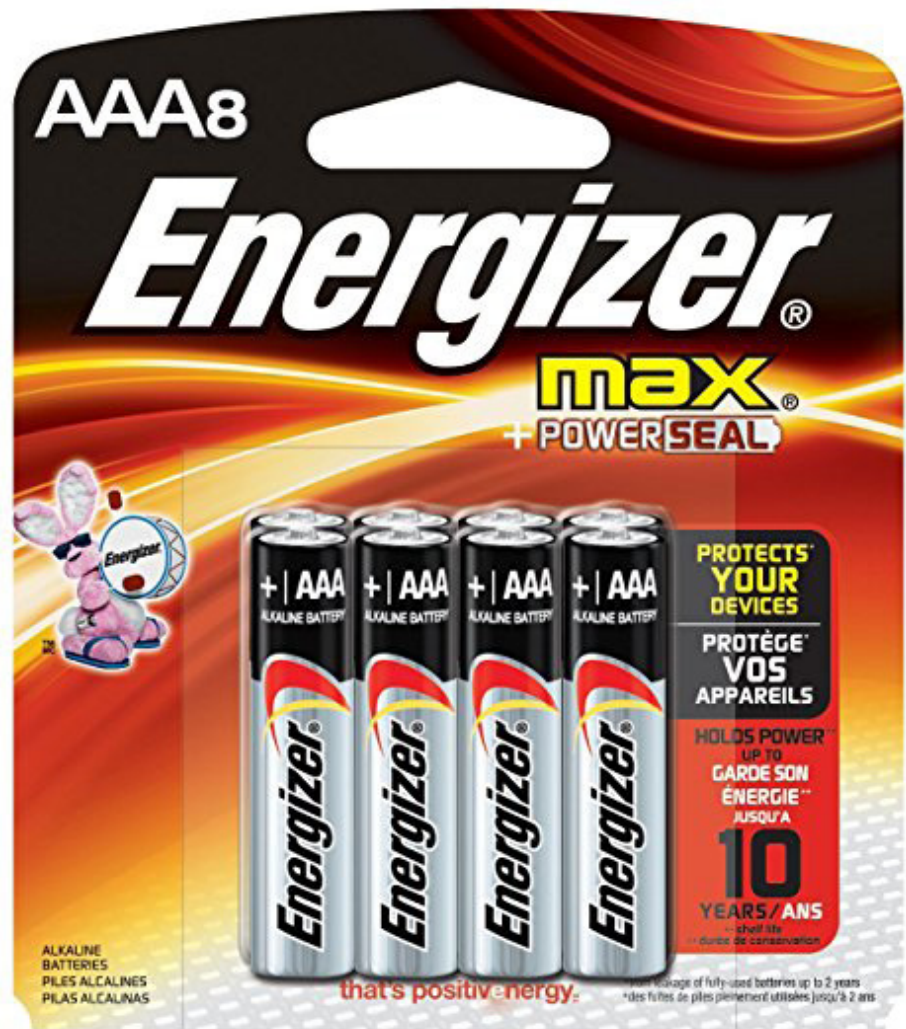


Blister Pack

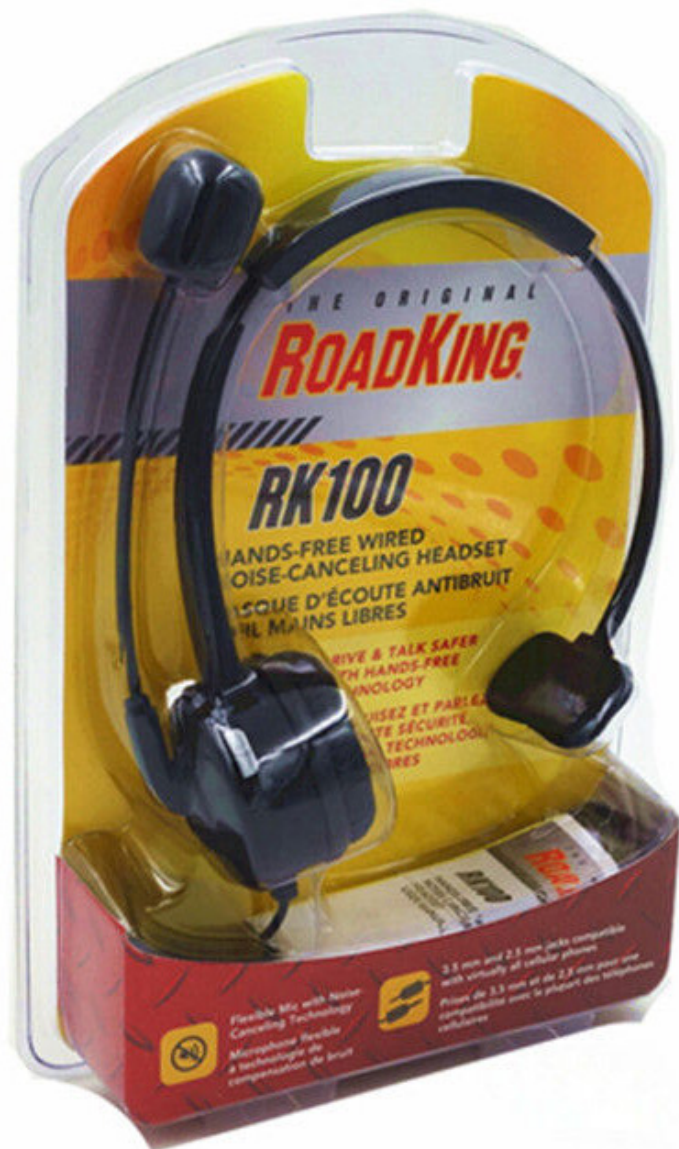




Blister Pack



Blister Pack



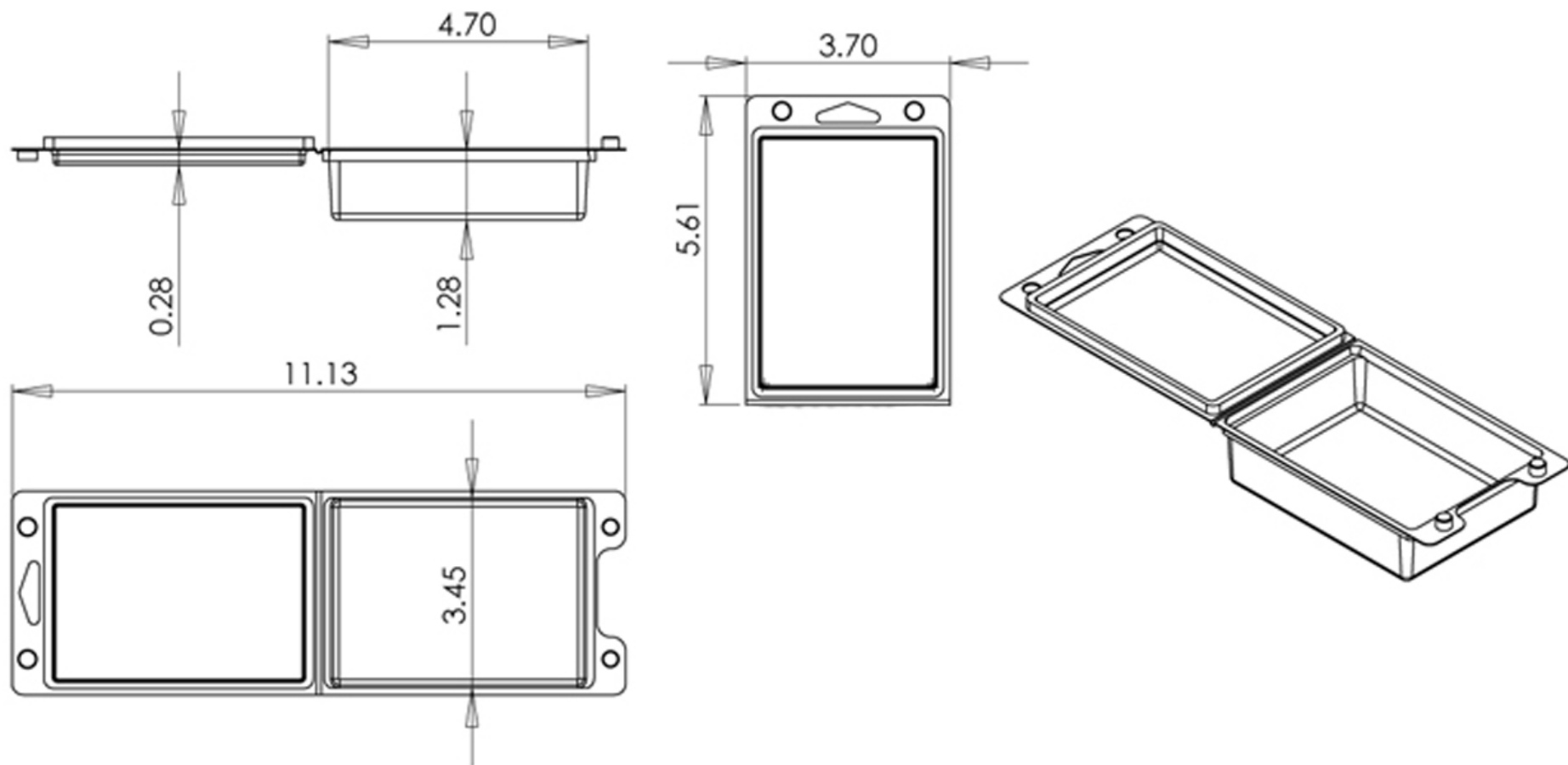
Clamshell





Clamshell





Clamshell



Clamshell

**Clamshell packaging  
produces tons of waste.**

**Clamshell packaging  
produces tons of waste.**

**Retailers are responding:  
Amazon's Frustration-Free  
Packaging Initiative**





New Packaging Design Eliminates Clamshell



New Packaging Design Eliminates Clamshell

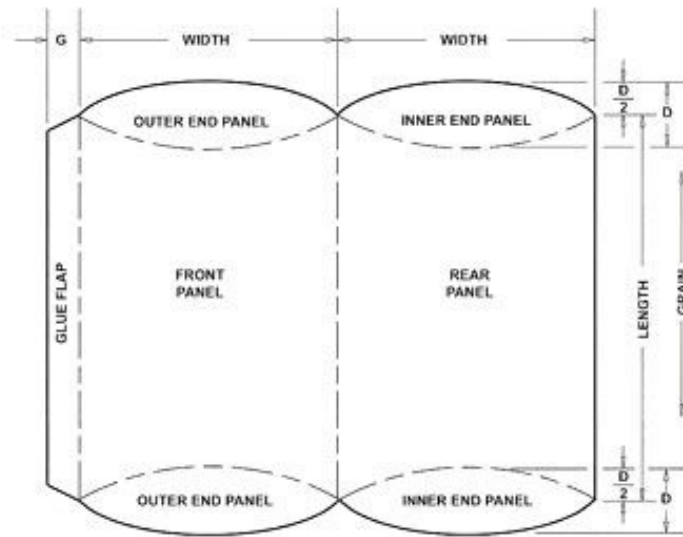


Figure 1

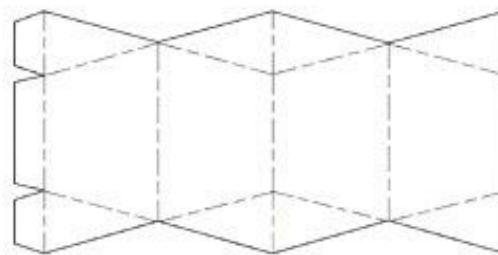


Figure 2

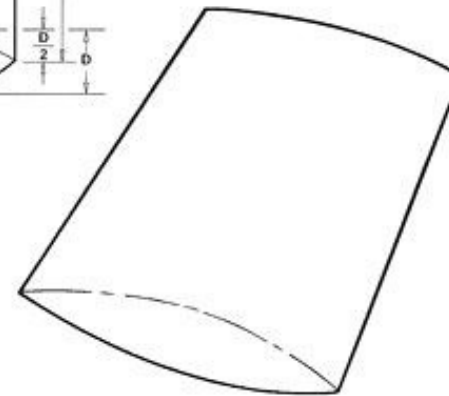


Figure 3

Pillow Box



Pillow Box

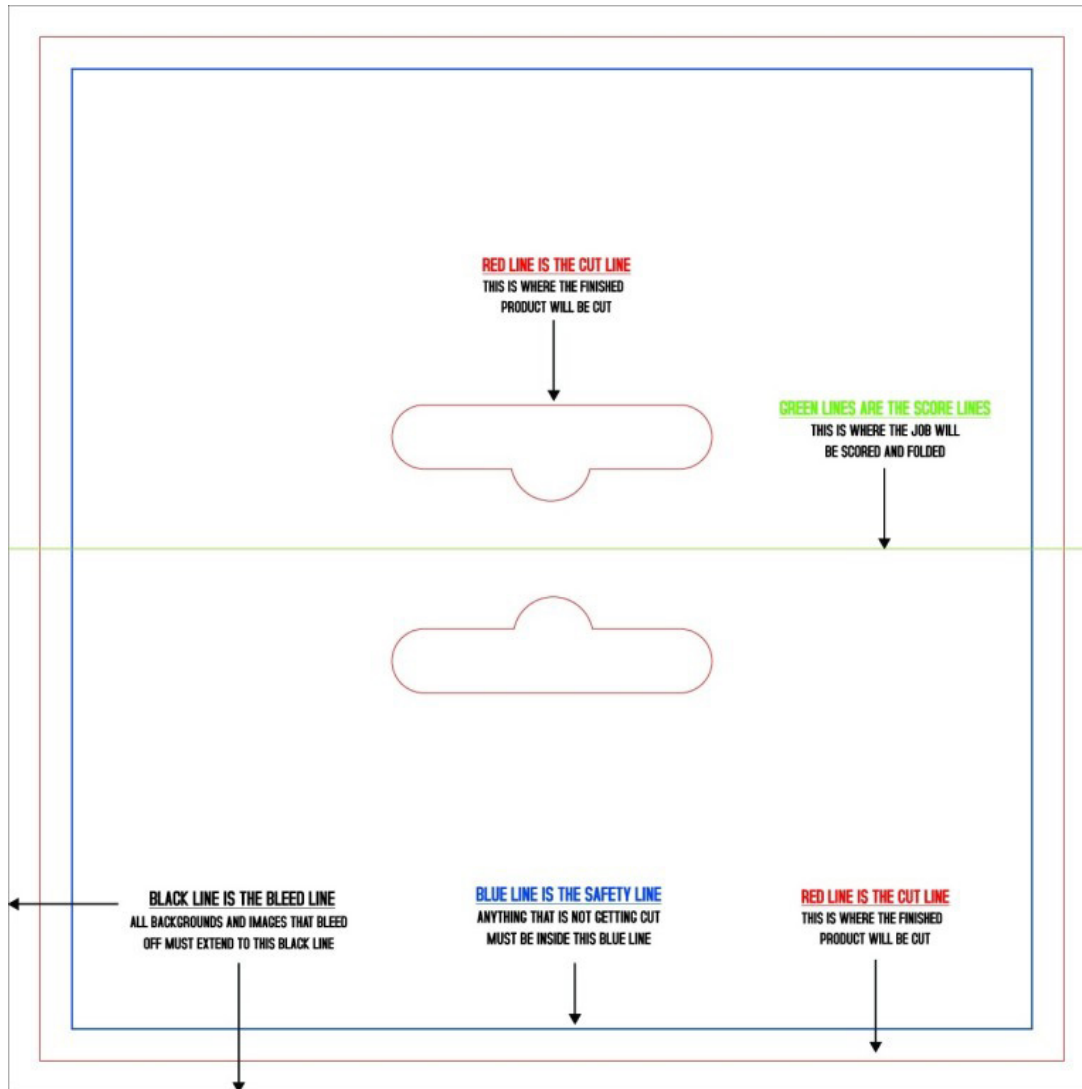




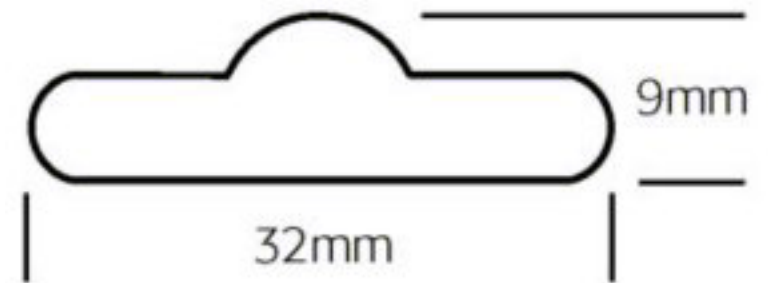
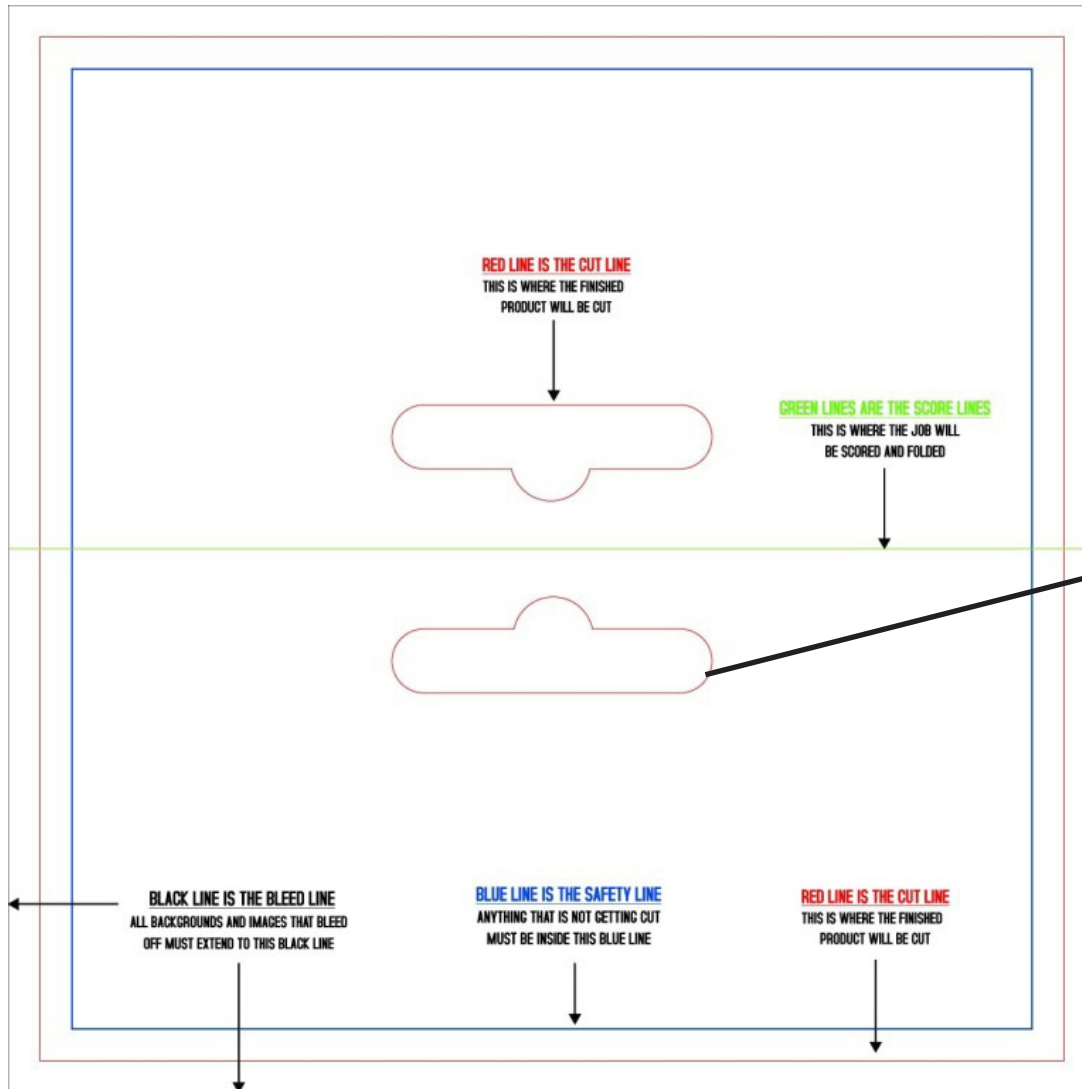
Pillow Box



Standing Pillow Box



Header Card



Euro Slot

Header Card



Header Card





Header Card



Header Card



Hang Card





Hang Card





Hang Card



Hang Card



Hang Card





Hang Card





Belly Band



Not a Packaging Belly Band



Belly Band



Belly Band





Belly Band





Belly Band



Belly Band







# Shelf Appeal!



Shelf Appeal (or Shelf Impact)

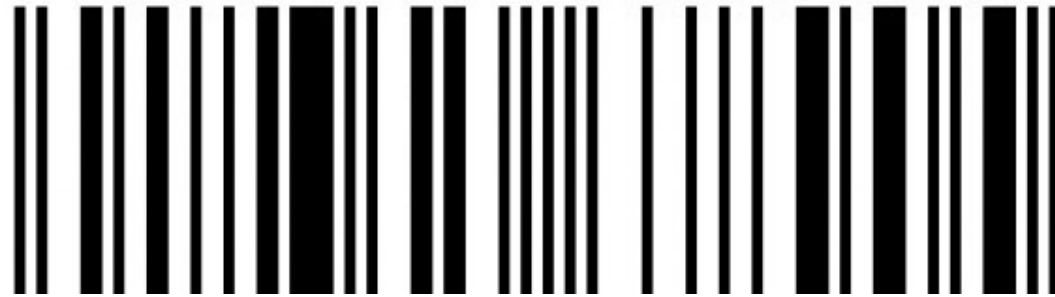


# Anatomy of a Barcode

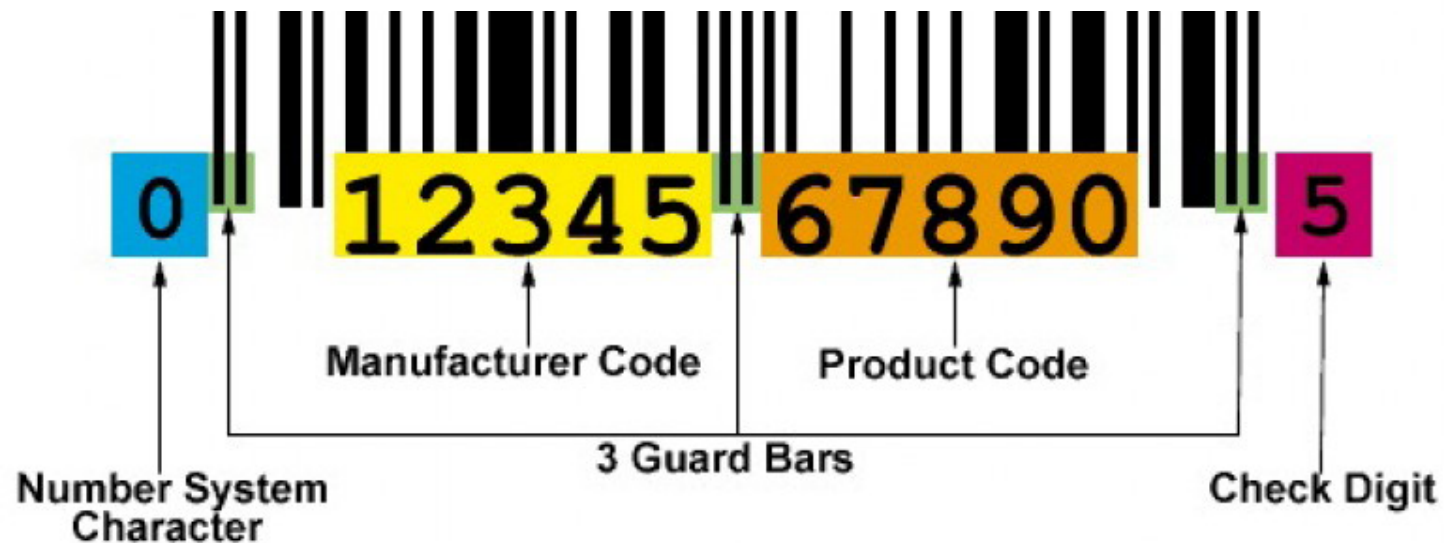


UPC Bar Codes

# Anatomy of a Barcode



**TO BE CONTINUED**



UPC Bar Codes