

ASPECTS OF PACKAGES AESTHETICS TO PROMOTE EXPORT PRODUCTS

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Abstract

The decision to choose the packaging must be scientifically based, to meet the objectives of manufacturing products and technical and functional characteristics, economic, price and distribution.

Key words: packages, aesthetics, products, competitiveness.

INTRODUCTION

I will start work in front of Philip Kotler's definition that says that "a good packaging material is actually a service."

Buyer's decision in a market economy has a role in shaping demand important and packaging has become a competitive factor.

Potentiated the evolution of manufacturing industries, technical and scientific progress, the high cost of raw materials and packaging industry impetuous expansion, especially in developed countries have changed the image of the product from the product biocomponent biocomponent system.

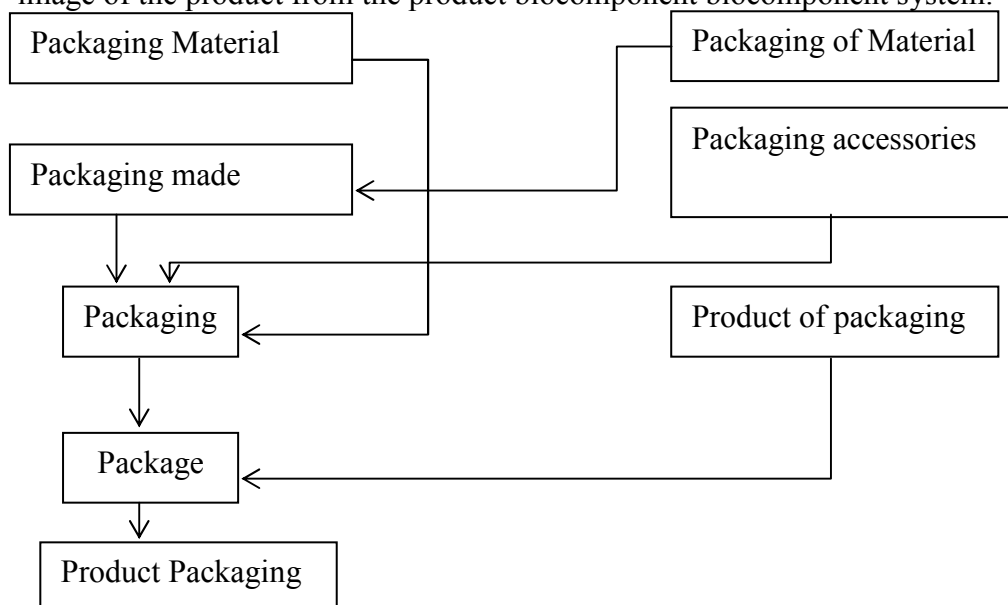


Fig. 1 A relationship between the fundamental terms that appear on packaging.

MATERIAL AND METHODS

Next I will present some methods and techniques for packaging:

1. Promotional Packaging - Packaging whose content is consumed only once: envelopes, boxes, bags, compartmentalized trays for perishable products but also non-perishable, we use different materials, especially plastics.
2. Transporter facilitates collective packaging than product, apply to prepackaged products, helping to palletising. The following materials are used: cardboard, foil, paper, foil incurred.
3. Aseptic Packaging presupposes sterilization prior compete with conservation methods that use chemicals or pasteurization. It is used for maintaining the hygienic conditions of milk, juices, medicines, etc. cooked.
4. Packaging under vacuum or inert gas is used to eliminate oxygen contact products, in order to prolong storage time. As the impermeable materials are used or thermolabile. Vacuum technique is sensitive to friction products indicated pressure sensitive. Inert gas packaging products is shown in pieces, granules or powders.
5. An upgraded version of the technique is vacuum packing in Cryovac system. Foil under vacuum, after introducing the product is immersed in boiling water and contract and product by molding.
6. Packaging in the system is an aerosol product packaged under pressure by introduction of a liquefied or compressed gas in a strong container where they will evacuate through a valve, due to pressure. Container: tin, glass, plastics, depending on the product and the pressure needed asset. Propellant gas can be nitrogen, carbon dioxide, butane, propane, etc..
7. Cocoon-like wrapping is an expensive method. Promotes protection made of silk worm larva. Product is obtained by setting the media and by repeated spraying of plastic forming coatings. The last layer may contain aluminum powder which protects the product from sunlight. (Source stately E., 1995).

RESULTS AND DISCUSSION

Modern packaging is an integrated component dependable and organized a St. knowledge and concepts, ordered a miscaremasini and action involving people, ideas and ineventii, in order to achieve optimum specific economic targets.

The shape, color and graphics packages have the following objectives:

- individuality and personality of the product;
- stimulate sales;

- promoting the area of origin;
- creating a climate of psychological commercial;
- creating a tradition of these products.

Also the shape, color and graphics packages to help influencing demand for products that educate consumers tastes.

Requirements of a modern trade involves the aesthetics of packaging and graphics group represented by synthesizing them into several categories:

1. commercial graphic that shows the product through drawings, photographs, combinations with figurative composition effect;
2. intellectual graphics, color neancarcata easy visual symbols recognizable;
3. humoristic graphics for some cosmetics, sweets, etc..

(Source: Cretu I., 1996).

The packaging, besides the ability to maintain product quality attributes, has an important role in advertising and merchandise sales.

International bodies specialized in packaging (WPO-packaging Organization, International Organization for Standardization, European Federation for packaging) are concerned with continuous improvement of production of packaging, technologies used, also seeking economic solutions in correlation with the progress scientific-technical and that may impact on the environment.

CONCLUSIONS

Because it has functions to promote the product as a package is mostly an aesthetic element.

Allso on national and the international market in terms of economy, the consumer has the decisive role, the quality of packaging and packaged products become determining factors in determining competitiveness.

Marketing studies scientific realised have emphasized the importance of packaging on launching a new product on the market, being a link between trade and production market.

Making a package that meets all required conditions must be based on the result of long study of psychology consumers and the consequences that might be in terms of trade would be promoting the new range of products on international market.

A package of appropriate quality and international standards can be obtained after a thorough study, which is based on cooperation between specialists in design, marketing and enterprise technology.

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