



The 11 Secret Powers of Packaging

1. Enables business
2. Contains
3. Protects
4. Preserves
5. Enables Portions
6. Communicates, educates, informs – throughout the supply chain right to the end consumer
7. Transports, delivers products throughout the supply chain
8. Enables modern living and convenient use
9. Motivates purchase and use
10. Merchandises at the point of sale
11. Should be environmentally and economically sustainable and could drive environmental awareness and initiatives

