

**THE WARES PACKAGE MANAGEMENT
PROTECTION, PRESERVATION AND PROMOTION FACTORS.
NEW ORIENTATIONS**

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Abstract

In the modern economy, when the marketing and publicity become more aggressive, the package acquires a major importance concerning the success of one product on the market. But, besides his use as an instrument for promotion, the package have an primordial role for product protection and to ensure the best condition for his validity prolongation.

The paper present the new technologies achievements in this field, what offers superior solutions to meet the exigencies required for packages on national and international markets.

Generalities

In the origin its practice, bagging had the role only for ware's protection. But in the long run, after 1960 year, begun to appear luxurious packages, while in 70 years in the economic development countries, was even often practiced an over-packing of some cosmetics' products and drinks etc.

Beginning with '80 years, the stress was put on the economics and techniques aspects, having in view the demands as: *a better information of the buyer, ware and consumer protection, the economy of raw material and energy* etc. In the last decade of XX century, the stress was put on the relation package-circumambience.

Diverse tendencies of the "fashion" from packing domain imposed also the use of some different material categories for packing, the statistics underlining the occurred modifications in the choice of these. Thus, in the last decades at world level, the greatest weight have own the package made by cardboard and paper, and the most spectacular growth is that of plastic materials. An emphatic decrease that concerns the using as package materials, has recorded the glass and wood.

Beyond these aspects, we notice the fact that in the modern economy conditions, in which the marketing and publicity have become much more aggressive, the package has got a great importance in that what concern the success of one product on the market.

The Wares Package

The great diversity of products has determined the consumers to buy priority what “*draw the attention*”, unattractive package removing the customers, as so many times, induces the impression of an unsuitable quality, even if in the reality it is not so. Otherwise, the market studies point out the fact that the product’s perceive is given by the package of above 80%.

Tied up with this aspect, could be outlined two general tendencies: setting up of new markets, through the identification of one uncovered needs of consumers or “exploitation” to the maxim of a some market segments being into a process of exponential increase; the last mentioned tendency could be materialized mainly through the improving of package image. For that, are making studies on the consumers level, activity that represent as a rule 5-7% from later investment.

A very relevant example in this way, constituted the change of the package type at Prigat nectar, previously marketed in Tetra Pak. Concordant to a study done by A.C. Nielsen, after one year when was mad the change with the unreturnable lid bottle, the market share of this drink has rose from 8 to 42%.

Also in this context we mention the fact the demand showed in present stage on the romanian market, mostly in carbonated drink domain, fronts mostly through unreturnable packages.

If in the 1991-1995 period, the returnable package represented 86% from market, in present day the situation is reversed, demanding for unreturnable package being in continuous growth. This aspect has at base both “*ecological ignorance*” of the population and also the snugness awarded by these packages, in spite of the fact that the returning effort, would have as effect the economy of some money.

Therefore, this orientation dominates the packages market in spite of all advantages with its represent the returnable containers (for instance: the bottle). The bottle keeps the best qualities of carbonated drinks, permeating not the change of gases with exterior, thing that is occurs in case of PET (Polyethylene -Terephthalate) packages. Also, validity term for bottle packages is greater than for plastic packages, in which carbonated drink could not stay more

than six months. Much more, stored of the PET on temperatures over 20 degrees centigrade is not advisable, warmth could affect even the package aspect.

Concerning the cost, is estimate that in the plastic packages domain for different products, such as margarine, mustard, dairy etc. The package represents 20 % from production cost. This weight could rise until 70% in mineral water case (which the sale price per litre is almost double beside bottle water) or 51% for aluminium dozes (that being the reason for which these packages own a low weight from the all used in cooling drinks and beer industry). From among plastic package advantages opposite the traditional bottle, we mention: the transport is cheaper with above 40%, units' number/greater transported volume and a higher rank resistance.

To eliminate a part from small shortcoming of present day unreturnable packages, one firm of world renown in this domain, has materialized a technology through which, inside the plastic container ("bottle") is deposit one carbon stratum which blocking gases transfer. Even very expensive at present day, introduction of this technology has great chances to promotion and spreading, because permit production of some packages much cheaper than aluminium dozes.

Such innovations are noticed also in the case of other package types, respectively materials used for packages making. For instance in beer case, discontents of the buyers tied from that marketing in the old universal bottle of "EURO" type, have led their replacing with *NRW* bottles. *NRW* name proceeds from Nordhrein Westfalen region of North-West Germany, where this kind of bottle was used for the first time in December 1989.

NRW bottles have an elegant design, a more resistance composition at high temperatures (allowing the optimization of pasteurization), at breaking or scratches and the hygienic process could be checked with much more accuracy helped by some electronic inspection machines. A creditable institute from Berlin ceaselessly checks up *NRW* bottle quality, and for these bottle utilization, the factories must prove that it is no risk of spoil bottle in the bottle corking process.

Gradual, *NRW* type became a standard for German beer bottles winning fast over one-third from the market, which was dominated more than 20 years, by Euro bottles. Present day, almost 300 beer factories from 13 European countries bottle corking the beer in such bottles produced in 15 glassware from five European countries. From 1998 year, Romania is also join to this tendency, the first producer who adopted the new bottle type being *URSUS SA*, followed by other important producers such *Effes Brewery*, *Brau Union* and *Interbrew*.

In cheese domain, the Cryovac experts, world division of Sealed Air Corporation concern, have adjust a modern technique, special conceived to be suited the process demands and modern distribution, namely vacuum packing and maturate of the products inside purse.

Through this method, is obtained a product without mould and crust, which speed up and considerable reduce the labour of maturative process, also reduce the production cost and rise the productivity. Much more, is ensure to be kept and even improving the taste and quality of cheese maturated in this way.

Maturation and stored of the Cryovac cheese is a complete system, which is not limited only to package itself, but used modern and efficacious machines necessary for packing, as well as complete lines of high productivity.

The scale of Cryovac contractile purses ensure the system success. These combine an oxygen barrier of high efficiency, with multistratum folio that allowed the gas emanated by cheese during maturate to be eliminated in a check way, at demanded levels by different specific feature of diverse type of cheese. Vacuums bagging in Cryovac contractile purse, in one atmosphere without oxygen, before the maturate cycle, protect the product against mould forming, uncalled for micro-organisms, crust, keeping all qualities that give the traditional taste. Also, the product is protected by the smell of other kind of cheese or products that were stored or distributed together.

Maturate in purse eliminate the necessity of protective waxing, covering with paraffin wax and also antibiotic treatment which leads to achievement both a some economies and a natural produce which suit the settlements from this domain.

Made from materials that keep the damp, the Cryovac purses eliminate the necessity of some sophisticated and expensive equipments for maintaining the damp during maturate process. Even after the ending of maturate process, the vacuum and physical properties special conceived of Cryovac cheese ensure store and distribute periods as well as a long exposition.

Also, the aspect of these packages points out the color, form and texture of product, can being also colored or pigmented, all these elements ensuring a maxim impact on customer.

If at some products the package changing lead at seal's increase and implicitly at good results on financial plane, at other is still a problem of their bagging and unpacking. One example in this way is represented by bakery products specially bread (through law does not exist the obligation of bakery bagging).

At this product there are still holding back of consumers side from bagging view, there is not yet, a real market for bred bagging assortments. To be justified this phenomenon where

done market studies that remark mainly following motives: price difference and damaged through bagging of some qualitative parameters of the product. Although these two motives have a practical proof, it seemed yet that the main cause in this way remains the lack of culture and education.

Going back to qualitative aspect, we specify that the adequate bagging ensure the prolongation of validity term and keeping the properties of product. Unfortunately yet, Romanian packages are from low quality (for their making are used cheap materials) could not ensure the oxygen and damp transfer between product and environment.

On world plane, for bread, is using the bagging in modification atmosphere. The product is seating in a purse with low porosity, from where is extract the oxygen, introducing carbon dioxide and nitrogen which confer a long freshness of the product.

Thermo-isolate packages

Another problem that concerns the producers of food products and of which the experts from package and specific equipment industry trying to find solutions, is about thermo-isolate properties of packages or the pursuit of temperature observes on transport and store period. One from a founded solution is the new “*Thermocron*” device that could precisely indicate the temperature deviations and the moment in which they are produces, offering thus the possibility of causes identification that led to products depreciation.

The device is a mini computer with a single member of identification, who include: thermometer, clock, calendar, memory for temperature recording and an additional memory in which may be write concerning transport data. The thermometer measures temperature in the interval -40 degrees centigrade and 85 degrees centigrade, with an accuracy of 0.5 degrees centigrade, while the intern clock has an accuracy of ± 1 minute/month.

The Thermocron has the size of a clock battery (16 mm diameter and 6 mm thickness), could be attached on every surface or even on the bottle wall, dozes, pallets, aerial transport containers, refrigerators and freezers, refrigerate trailer or even package purses, and the carcasses from stainless steel awarded resistance of dust, misery, water or blows.

Electronic circuit from inside hinders the modification of stored data to forewarn possible defalcation trials. Moment of measures beginning is programmable, and the results data are concomitantly memorized, under the aspect of a table (as data pairs time/temperature) and a histogram. Programming and reading of the Thermocron is materializing with assistance of a reader who is attaching to a computer.

The involve costs by such system are high enough, but they may be justified through the advantages that they show: quality safety of the offered products, pursuit possibility of the ware on the producer-consumer route and the discovery of the factors responsible with products belittle etc.

Conclusions

Concerning the package industry, we notice the fact that from a summary analysis of the first 100 producer firms and bag filling machines on world plain, resultant that these market is dominated by the most industrial countries (USA, Germany, Great Britain, France, Italy, Sweden, Japan, Canada, etc); this issue of fact is explain through the bagging industry formation as a top domain among the social-economic activities of those countries.

In Romania, before 1990 year, could not develop a real industry of packages, each branch of industry supposing to do by self the bagging problem, that being reckons an insignificant element from economic point of view to a product. According to the conception from that period, the bagging need not have to be too attractive for “not deceive the consumer”.

Implicit, our country achievements in this domain, which is definitive in economy market, are actually much inferior even beside some countries as Hungary, Poland and Czech. A statistically analysis classing Romania on a trailer place as regards paper consuming per inhabitant (besides the package from this material). Hereby, one romanian consumes yearly 25 kg paper, while the german or american consumes arrive at 205 kg, respectively 340 kg. The foregoing figures disclose very well the potential of this industry comparative with developed countries.

But it is expect that the first signs of economic growth to be positive redound also to the package industry.

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