A key function of packaging is to protect goods whilst in transit from the factory via the shop to the home.

Packaging also provides customer information about the product and brand identity.

Efficient packaging such as cartons, minimises food waste by protecting the food in transit and on shelf from breakage, spoilage and contamination.

**MYTH**
Packaging is bad for the environment and not necessary

**FACTS**
Packaging protects goods
Packaging helps to prevent food waste

Cartons are extremely versatile and can feature many special finishes and effects such as Braille, security tags, foils as well as adding textural enhancements.

Cartons are light and versatile and easily filled and stacked for transportation.