

PACKAGED-PRODUCT LABORATORY TESTING to CONTROL DISTRIBUTION DAMAGE, PACKAGING COSTS, and ENVIRONMENTAL IMPACTS (Written 2004)

ABSTRACT

For many organizations, testing of packaged-products in the laboratory is an integral part of package design, quality assurance, and logistics planning for existing, changing, or new product distribution. Yet such testing is often misunderstood, with the results either given more or less credibility than warranted, and with many opportunities for packaging improvement and other benefits going unrecognized.

Much of the misunderstanding is related to the fact that “packaged-product laboratory testing” is not just a single entity, but a suite of various approaches with different costs, complexities, and effectiveness. This paper presents the major categories of packaged-product tests in some detail and discusses the types of decisions and actions which can be supported by each.