Product Packaging Tips

Watch the video and complete the gaps in sentences below.

1.Packaging should _____ the brand - its values, market position etc

2. Use boxes designed for strength, especially for transporting _____ or bulky products.

3. _____ is lightweight and good for packing cosmetics, jewellery or food.

4. Using standard sizes helps _____ costs.

5. RSC means _____. RSC boxes are a good budget option.

6. _____ cut boxes are more customized and also more expensive.

7. Boxes should be stored in a dry place. _____ can cause bubbling or damage.

8. Strong sunlight can cause _____.

9. Offering customer a _____ calculator on the website is a good practice.

10. Offering _____-buying options helps customers save money and is better for the environment.

LIVEWORKSHEETS