

► wrap rage

► package design

Internet research

Search for the keywords *universal design packaging* to find out about Universal Design and its impact on packaging.

3.1 About business Packaging



Discussion

1 With a partner, think of three examples of products which are packaged well or badly, and say why. Think about protection, identification, transport, storage, display and security.

Listening for gist

2 1:28 Listen to an interview with Charlie Wang, President of New China Packaging, a design consultancy based in Taipei, and answer the questions.

- 1 Why does he think packaging is so important?
- 2 What is special about New China Packaging's approach?

Listening for detail

3 1:28 Listen again and mark these statements *T* (true) or *F* (false).

- 1 Branding is not enough to differentiate almost identical products.
- 2 Business guru Jack Trout thinks that companies overcommunicate their difference.
- 3 Most customers decide which product to buy before going to the store.
- 4 In the past, design teams were not told about financial and manufacturing problems so as not to limit their creativity.
- 5 Creative ideas are often simplified and adapted because focus groups don't like them.
- 6 The task force can't leave their hotel until every member of the team is enthusiastic about the new concept.
- 7 Consumers are not always conscious of what they need.
- 8 New China Packaging's task forces need months or years to deliver a consumer-validated package.

Discussion

4 What do you think the advantages and disadvantages of using a cross-functional task force might be for the following situations?

- 1 Interviewing new job candidates
- 2 Briefing software consultants who are designing new systems for the company
- 3 Setting up special deals with important customers
- 4 Creating new in-company training programmes

Scan reading

5 Read the article and answer the questions.

- 1 What is wrap rage?
- 2 Who suffers from it?
- 3 What triggers it?
- 4 What are the underlying causes?

Paraphrasing

6 Reformulate these phrases from the article in your own words.

- 1 *to reduce theft from shops* (line 10)
- 2 *the most common triggers of wrap rage* (line 22)
- 3 *even fighting to remove price tags ... can raise blood pressure* (line 26)
- 4 *pure provocation to the ecologically-minded* (line 28)
- 5 *there's light at the end of the tunnel* (line 29)
- 6 *The bottom line is that if they don't react, they risk losing sales ...* (line 32)

Discussion

7 You have invented a new children's toy – MP-Bunny, an electronic rabbit which dances, talks and plays children's favourite songs. In small groups, discuss how you will package it. Think about the questions below.

- 1 What different materials could you use? What are their advantages and disadvantages?
- 2 What design elements will you incorporate? Think about shape, colour, photos, logos and text.
- 3 How will your packaging make your product look different from other electronic toys?

Present your packaging solution to another group.



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focus groups
frustration
interface with
provocation
rage
resistant
trigger
wrap

WRAP RAGE



SURVEYS show that intense frustration and even injury caused by modern packaging is on the increase, especially amongst seniors. Seventy per cent of over 50s admit to injuring fingers, hands and shoulders as a result of 'wrap rage', a new term used to describe the irritation and loss of self-control experienced when struggling to open wrapping.

In recent years manufacturers have been under increasing pressure to keep food items sterile, to provide child-proof packaging for dangerous or toxic household cleaning products, to protect products during transport and to reduce theft from shops. At the same time, they are forced to keep costs to a minimum. As a result, packaging has become ever more resistant

'... consumers use all kinds of tools and knives ...'

to fingers, nails and even teeth. In their frustration with plastic packs, which defeat all attempts to

open them, even with scissors, consumers use all kinds of tools and knives. At best, the product inside the packaging is at risk; at worst, it is hardly surprising that 60,000 people a year are injured in Great Britain alone.

Some of the most common triggers of wrap rage are processed cheese packages, tightly wrapped CDs, child-proof tops on medicine bottles, and milk and juice cartons. Ring-pull cans are particularly problematic for older fingers and delicate skin. Even fighting to remove price tags from items bought as gifts can raise blood pressure, and unnecessary overpackaging is pure provocation to the ecologically-minded.

However it seems there's light at the end of the tunnel. Manufacturers are listening to customers' complaints, and some have begun to research and invest in more consumer-friendly packaging. The bottom line is that if they don't react, they risk losing sales if customers simply stop buying products with packaging that offers too much resistance.

- ▶ measurements
- ▶ product description
- ▶ expressions for product presentations

3.2 Vocabulary Specifications and features



Discussion

1 Put these stages of product development into the most likely chronological order.

- Beta test the product by users in typical situations.
- Conduct market studies to test the concept.
- Launch the product.
- Draw sketches and build mockups.
- Go into production.
- Draw up specifications for the product.
- Generate new ideas in focus groups and brainstorming meetings.
- Screen out unfeasible or unprofitable ideas.

Reading for detail

2 Read the information on the FedEx® Box and FedEx® Tube and complete the product specification summaries below.

	<p>Inside dimensions</p> <p>for <input type="text" value="Large FedEx Box"/> are</p> <p>width x length x height</p> <p><input type="text" value="31.4"/> x <input type="text" value="45.4"/> x <input type="text" value="7.6"/></p> <p>For shipments weighing maximum <input type="text" value="9"/> kg</p>
	<p>Inside dimensions</p> <p>for <input type="text" value="FedEx Tube"/> are</p> <p><input type="text" value="96.5"/> x <input type="text" value="15.2"/> x <input type="text" value="15.2"/></p> <p>long wide high</p> <p>Maximum weight allowed <input type="text" value="9"/> kg</p>

- The large FedEx Box is 31.4 cm _____ and 45.4 cm _____. It is 7.6 cm _____. When empty, the box _____ 400 g; it can be used to ship small parts or computer printouts up to 9 kg in _____.
- The FedEx Tube is 96.5 cm in _____ and 15.2 cm in _____ and _____. With a _____ of 450 g when empty, it can be used to ship plans, posters, blueprints, etc. _____ up to 9 kg.

Describing products

3 Describe the dimensions of objects in your pockets or your bag. Your partner should try to guess what they are.

Collocations

4 Match the nouns in the box with the compound adjectives they most often collocate with.

design devices materials packaging personal stereos technology		
energy-saving	<i>devices</i>	child-resistant
labour-saving		tamper-resistant
fire-retardant		future-proof
water-resistant		fool-proof
waterproof		eye-catching
shockproof		attention-grabbing

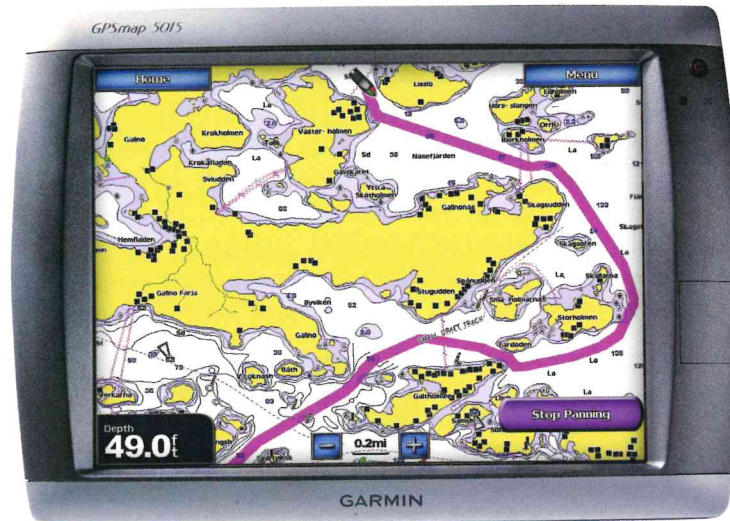
Internet research

What are the best ways of recording and learning vocabulary? Search for the keywords *recording vocabulary* and make a list of possible techniques. Rank the techniques on your list from the most to the least useful for you personally.

Listening for gist

5 🎧 1:29–1:34 Listen to six conversations. Use collocations from Exercise 4 to describe what is being discussed.

6 🎧 1:35 Listen to a presentation of the ChartTech i3. What are its three main features?



Listening for detail

7 🎧 1:35 Listen again and complete these expressions for structuring a product presentation using the correct preposition from the box.

about back by on to up with

- 1 I'm here today to tell you _____ (the ChartTech i3 ...).
- 2 Let's start _____ (Touch Screen Command).
- 3 Moving _____ to (what's below the water ...).
- 4 Can I just turn _____ (communications)?
- 5 I'll just sum _____ (the ChartTech i3's three main features ...).
- 6 Let's just go _____ to (our midnight fishing trip).
- 7 I'd like to finish _____ (inviting you to ...).

8 Match the expressions in Exercise 7 with their function in the presentation a–d.

- a) Beginning the presentation
- b) Moving to a new point
- c) Returning to a point made earlier
- d) Ending the presentation

Presentation

9 Work in small groups. Use the vocabulary and expressions in the previous exercises to present the specifications and features of an electronic device of your choice.

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attention-grabbing
bird's-eye view
blueprint
chart
fool-proof
mockup
overlay
retardant
tamper with

