

PACKAGING REQUIREMENT FOR EXPORT BUSINESS

BY

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THE PDF II PROGRAMME ON EXPORTER DIALOGUE 4.

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Outline

- Over view of packaging and labeling requirement for export
- What is packaging
- Types of packaging
- The packaging materials
- Factors that influence packaging requirement for export
- Labeling /bar code
- Branding

PACKAGING

- Packaging is a medium use to convey goods or products from the farm gate or from the producer to the consumer or to the end user in appropriate condition while using a good material
- Most physical products must be packaged and labeled. A well packaged products sales more than a high quality product with poor packaging



Cont.

- It's a trend that must be followed systematically based on consumers behaviors toward the packaged products.
- Value addition – good packaging for any product add values to the product i.e. changing the perception of the product.
- The dynamic nature of a well packaged product enhances the sustainability of the safety and the quality of the product



Types of Packaging

Primary packaging

i.e. immediate material in contact with the product



Secondary packaging

i.e. second material in contact with the product



Tertiary packaging

i.e. third material in contact with the product e.g. pallets or containers

Types Packaging

Primary packaging



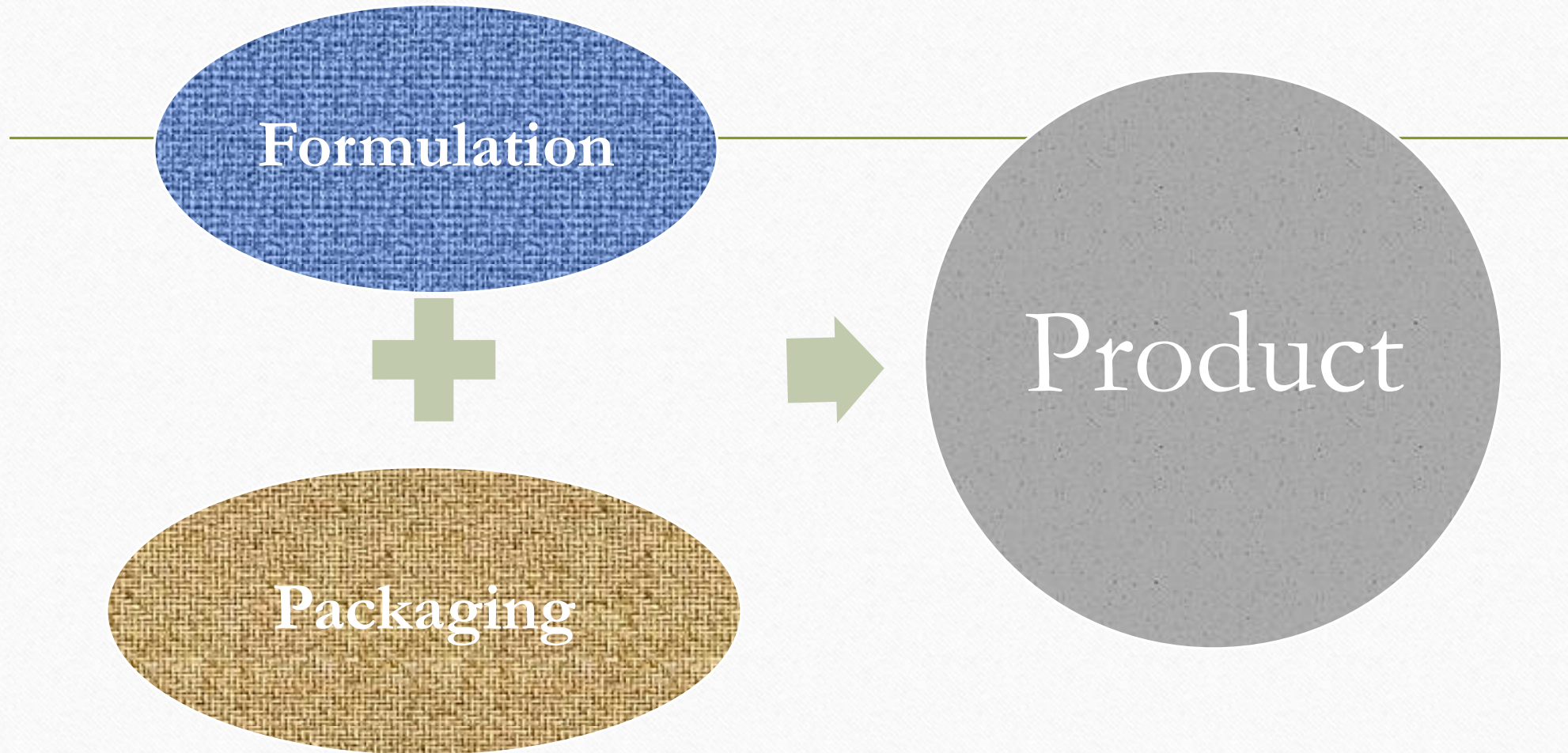
Secondary packaging



Tertiary packaging



What is the Product?



Packaging Materials

- Is the material that preserve and has contact with the product or carry's the product to the desired destination.
- The packaging materials varies from product to product depending on the producer or the end users
- The producers must understand the component of the material



Properties of packaging materials

- There is the need to understand the properties of the packaging materials; -
 - Physical properties
 - Chemical properties
- Understanding the compatibility of material and product
- Environmental factors on the materials etc i.e. Biodegradable or non-biodegradable

Factors that determines packaging requirement for export

- The following factors should be noted while packaging for export;
 - Product component
 - Product sizes/shape
 - Dimension/Weight
 - Transportation
 - Climatic condition

Other factors influence packaging for export

- **Market requirement** - Marketing requirement is also a factor that influence packaging materials and handling;
 - Is the packaging material and the colour acceptable by the consumers or buyers
 - Is the graphic design and the information contained on the label sufficient for marketing strategies
 - Language; is it dual or multiple

Nature of Market

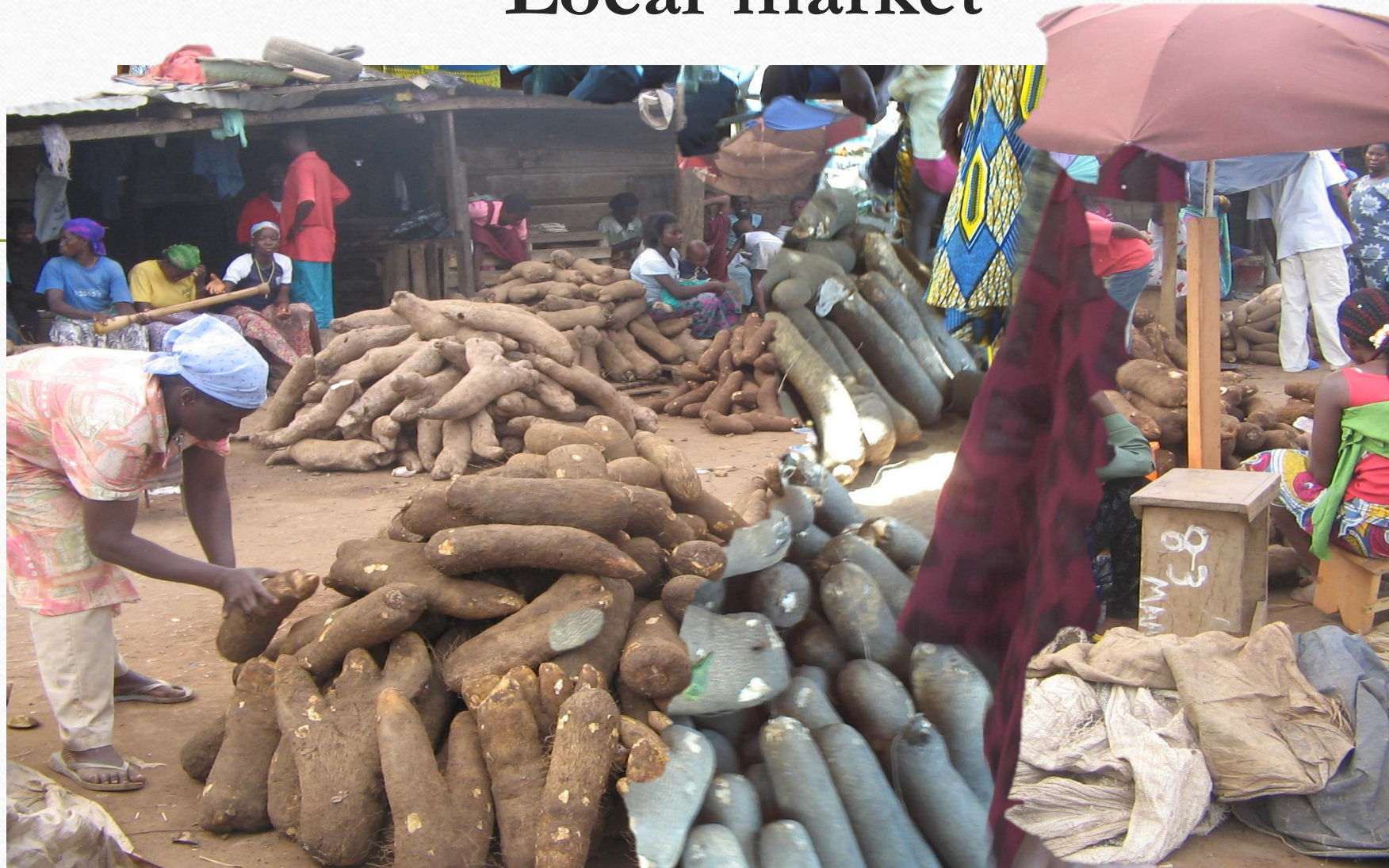
A



B



Local market



Export market



SAMPLE OF PACKAGING MATERIAL

Previous packaging



Current packaging



WHAT IS LABELING

- Labelling is display of information about a product on its contained package.
- To ensure that consumers have access to complete information on the content and composition of products, in order to derive their satisfaction.
- Good labeling also enhances value addition to packaged products



METHODS OF LABELING

- **Principal Display Panel (PDP)** is the portion of the package label that is most likely to be seen by the consumer at the time of purchase - Statement of identity (name of food), Net quantity of contents statement (amount of food in package)



CONT

Information Panel (IP) is the side immediately to the right of the PDP, as displayed to the consumer -
Name and address of manufacturer, packer, or distributor, Ingredient list and “Nutrition Facts” panel (**IP**)



Principal Display Panel (PDP)



Information Panel (IP)

Nutrition Facts

Serving size 85g

Farmed smoked catfish

Amount per serving

% Daily value

Total Fat 5g	7%
Saturated Fat 1.3g	6%
Trans Fat 0g	
Protein	42%
Sodium	Trace
Fiber	1.49%



Ingredient

Smoked Catfish
(Processed under hygienic Condition)

Health Benefits

- High level of vitamins- D and B12
- Omega-3 and omega-6

Store in a cool dry place

Produced & Packaged by:

Arogunjo Mills Limited

Plot 1, Solicitor's Avenue, Lasinmi Layout,
Off Federal Low Cost Housing Estate,
Oloje, Ilorin, Kwara State
Email: arogunjo13@gmail.com
Tel: +234806072667, 08035044356



Principal Display Panel
(PDP)

Information Panel (IP)



Nuppy Foods™
Abakaliki Rice

Per Boiled Rice with Irresistible Aroma

BN

Manuf Date:

Exp. Date:



Packed by:
Nuppy & Baxin Limited

Bos 18 & 19,
Kaura Ultra Modern Market,
Opp. Prince & Princess Estate
Abuja.
07059846958
Email: nuppyfoods@gmail.com

Types of font - Nutrition value

Helvetica Regular 8 point with 1 point of leading

3 point rule

8 point Helvetica Black with 4 points of leading

1/4 point rule centered between nutrients (2 points leading above and 2 points below)

8 point Helvetica Regular with 4 points of leading

8 point Helvetica Regular, 4 points of leading with 10 point bullets.

Nutrition Facts

Serving Size 1 cup (228g)
Serving Per Container 2

Amount Per Serving

Calories 280 Calories from Fat 120

% Daily Value*

Total Fat 13g 20%

Saturated Fat 5g 25%

Trans Fat 2g

Cholesterol 30mg 10%

Sodium 880mg 28%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	30g	35g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Franklin Gothic Heavy or Helvetica Black, flush left & flush right, no smaller than 13 point

7 point rule

6 point Helvetica Black

All labels enclosed by 1/2 point box rule within 3 points of text measure

1/4 point rule

Type below vitamins and minerals (footnotes) is 6 point with 1 point of leading

Nutrition Facts

Serving Size two tablespoons (30g)
Servings Per Container 16

Amount Per Serving

Calories 15 Calories from Fat 0

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 95mg 4%

Total Carbohydrate 3g 1%

Dietary Fiber 1g 4%

Sugars 1g

Protein 1g

Vitamin A 10% • Vitamin C 25%

Calcium 0% • Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet.

Important of labeling

- A good labeling should contribute to the “sales appeal” of a product and also enhance value addition
- It should provide detailed information about a product and its uses
- It should provide a platform for producers to display their identities
- It assists in stock control, point of sale, dispensing etc.

Ideal Foods
Finger Millet
(Tamba)

NET WT.
2kg

Nutrition Facts

Protein	7.6g
Fat	1.5g
carbohydrate	88g
Fiber:	3g

Thiamine	(B1): 0.33mg
vitamins	A : 0.48mg
Calcium	370mg
Riboflavin	(B2) : 0.11mg
Niacin	: (B3) 1.2mg

BN:
MFD:
BB:

Direction for use

Finger millet flour is consumed as pap mixed with milk or yoghurt. It can be used for baking cake and bread. It can also be used for tuwo and porridge tuwo.



Packed by

**Ideal Women Support &
Empowerment Foundation (IWSEF)**

No. 3/4 Jijawa Shopping Complex,
Opp. Arewa House Rabah,
Kaduna, Kaduna State.

Tel: 08063215128

Email: falmataumar07@gmail.com

Store in a
Cool dry place

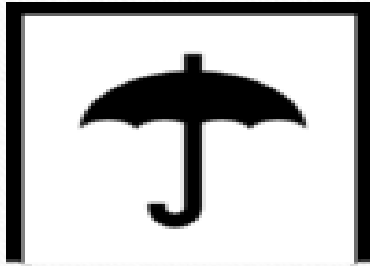
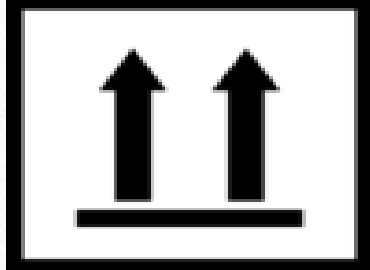
Labeling Cont.

The packaging must entail some relevant information as follows; -
retail packaging

- The product name
- Brand name, Producers or company's address
- Net weight, Nutrition value
- bar code (if any), Date of production, date of expiration
- Batch number/location ref. – for traceability

Labeling information cont.

- For export market, the producer should be conversant with the following;
 - The importing country requirement in terms of product labeling
 - Colour of interest
 - Language of the importing Country
 - Mode of packaging and presentation
 - Types/method of packaging
 - Quality requirement



Keep away from
water



Clamp as indicated



Do not clamp as
indicated



LABELING

- ➔ Labeling
- ➔ Registered exporters
- ➔ Colour, Shapes and Sizes

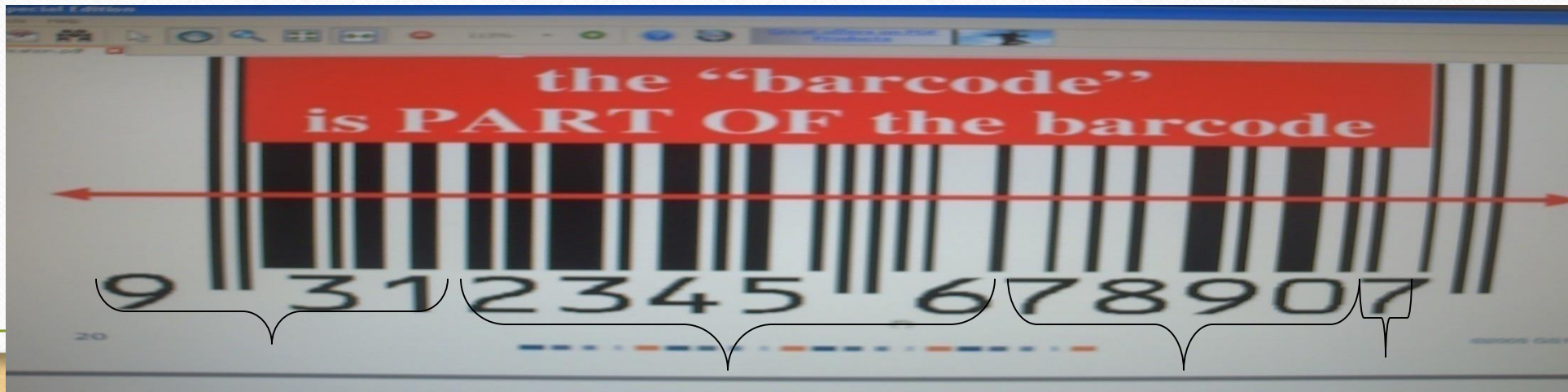
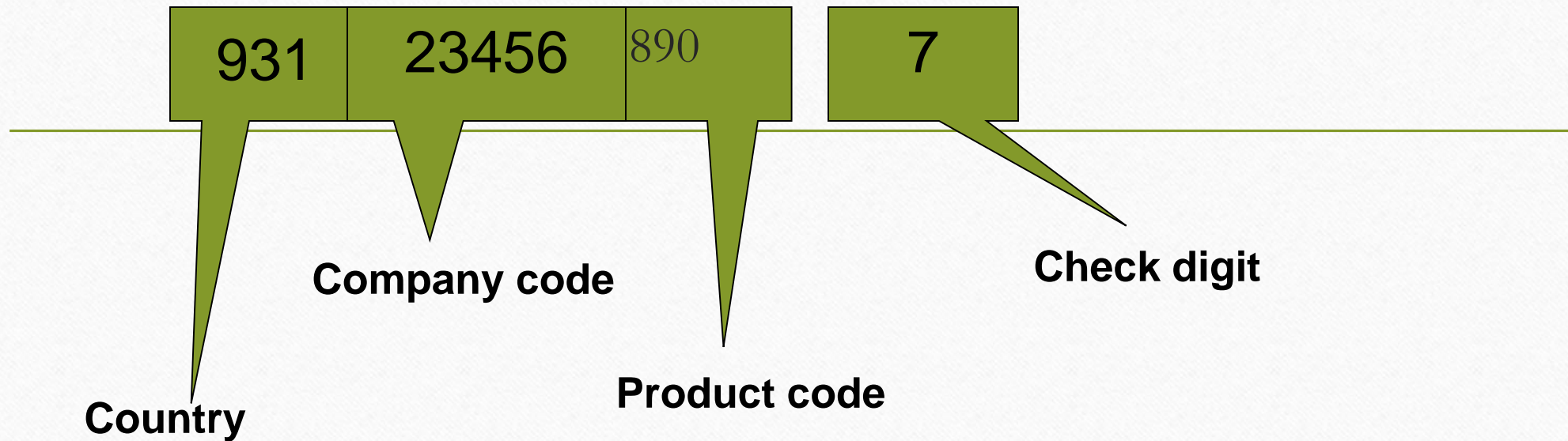


What is barcode

- Barcode is a systematical approach to transfer data into smaller units as symbols of various types that can be analyze with electronic device. Those symbols as barcode represent information such as manufacturer's name, country of origin and name of product.

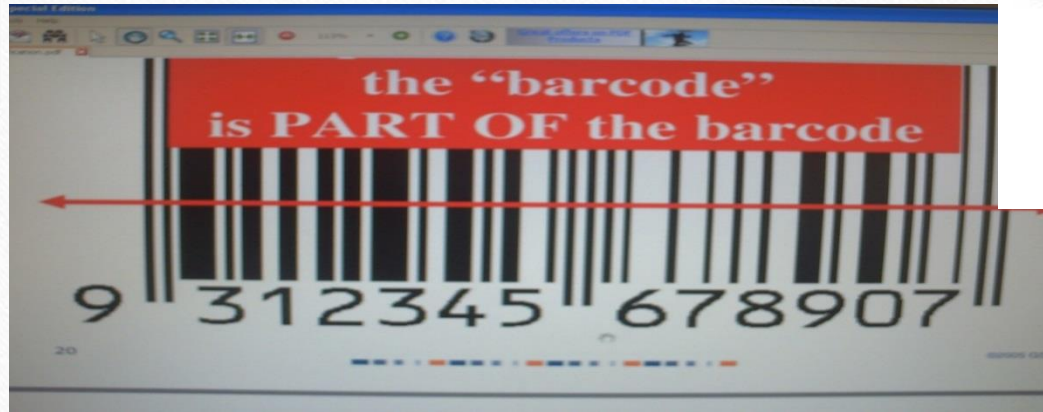


Information on Barcode

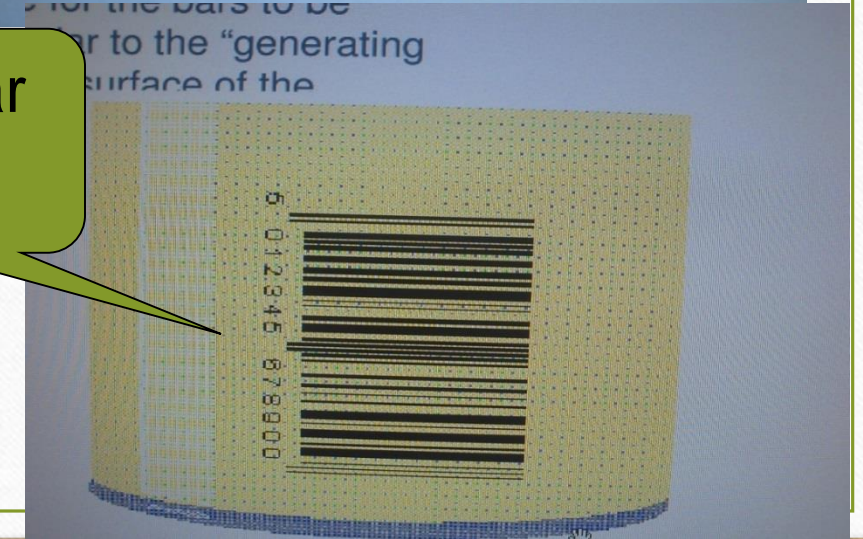
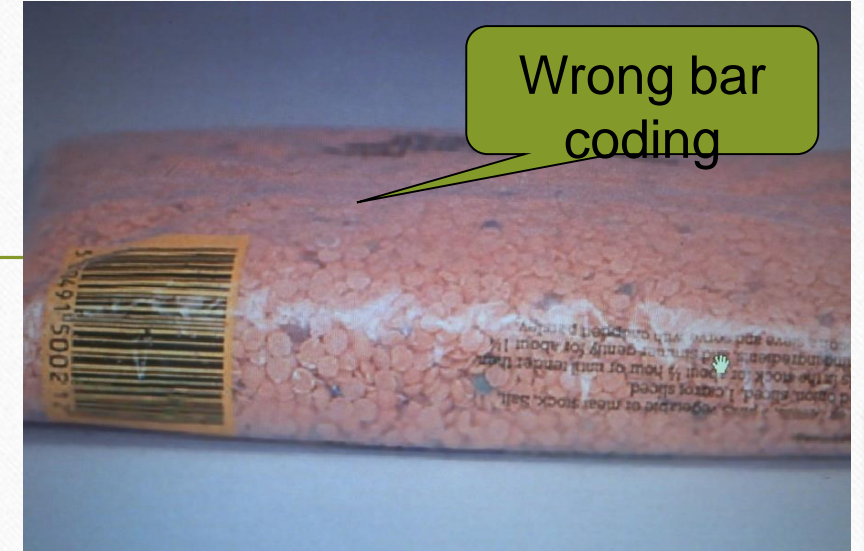


Barcode Scanner

Positioning of Barcode on labeling



Good bar coding



Types of barcode - Numeric-only barcodes

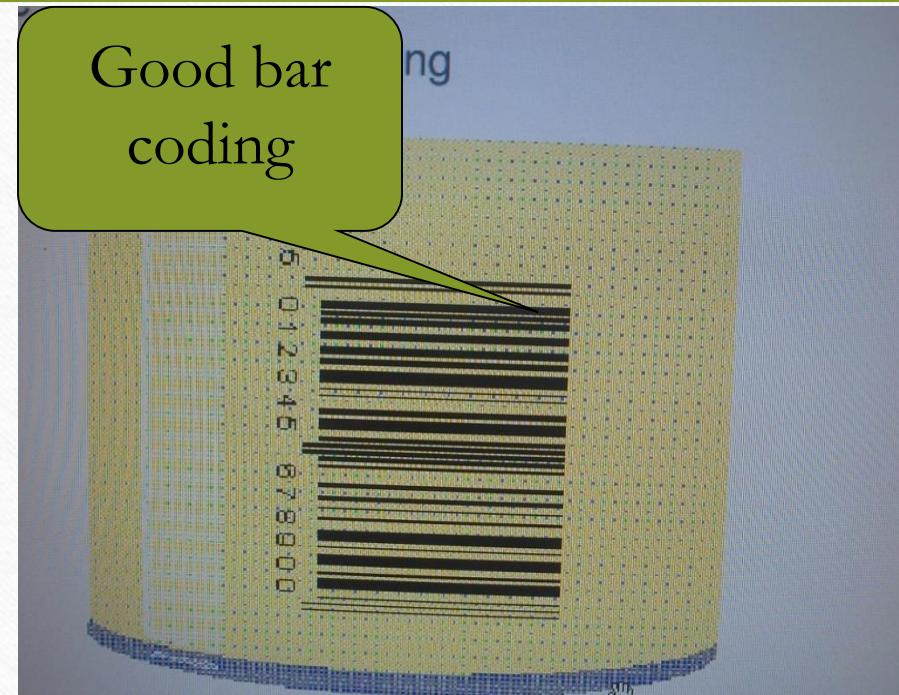
- **EAN-13:** European Article Numbering international retail product code



- **EAN-8:** Compressed version of EAN code for use on small products



Positioning of barcode on labeling



Importance of barcode

- The barcode reduce fraud
- Inventory Control
- Pricing
- Speed
- Error Prevention.
- Large Inventory Tracking
- Cost Savings

How to secure a barcode

- One can secure the barcode by visiting the website below;
www.gs1-nigeria.org
- After going through the website, click the on application to download the application form.
- All other information that will assist in filling the form and the amount to be pay are available on the website.

Brand

- A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.
- Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands

The difference between a product and a brand

A PRODUCT IS...

- Made up in a factory;
- An object
- Something you are trying to sell
- Can be easily copied by a competitor (and sold for a lower price!)

A BRAND IS...

- Made up of trust and relationships
- A personality
- Something a customer loves
- A unique customer experience that cannot be copied

4 Brand Principles



4 Key Questions

	Internal	External
Fixed	Brand Vision What do we want our brand to become?	Brand Promise What is our commitment to customers?
Variable	Brand Delivery How do we intend to fulfill our commitment and what actions will we take?	Brand Positioning How do we want to be perceived and what's our competitive advantages?

STRONG BRANDS

CREDIBILITY

PROMOTION

QUALITY

Stairway to Brand **Heaven** & **Hell**



STOP asking...

What will make our Brand/Team Grow?

START asking...

What is stopping/ keeping us from growing?

THANK YOU
FOR
LISTENING

