W1.2 CAN WE PACKAGE SMARTER?

Improvement ideas

Today you are exploring examples of packaging to investigate how well designed they are. Compare your packaging with examples from three other students. Ask each other the following questions:

- What are the functions of the packaging?
- Which aspects of the packaging would you like to improve?

Complete the table with your group for all the different types of packaging you have selected.

Packing example	Function(s)	Improvement
PICKWICK TEA	Airtight, hygiene, waterproof	Both in a box and also separated by plastic