

Chapter 12

PRODUCT PACKAGING AND LABELING

Objectives

- A. To define packaging and labeling for product, especially the export product
- B. To illustrate the importance and functions of both in international business
- C. To have a clear picture of the composition of product labeling
- D. To learn relevant expressions and language structures

Introduction

In this highly competitive environment, the package may be the seller's last chance to influence buyers. It becomes a "five-second commercial". Labeling, which is closely related to packaging, is a kind of product feature that requires managerial attention, and is now considered by many traders as the silent salesmen.

俗话说，人靠衣服马靠鞍，三分人才七分打扮。那么对于摆在商场货架上的商品来说，要想让顾客一见钟情，注意力马上被吸引过去，并且立即产生购买欲望、冲动，那么，它靠的是什么呢？

Main points of the text

- A. 1. The definition of packaging: primary, secondary and shipping packaging
2. Labeling, as a part of packaging
- B. 1. Primary function of packing: to contain and to protect the product
2. Increased competition adds to the function of packaging: attracting attention by describing the product in order to promote the sales of the product
3. "Five-second commercial"
- C. 1. A good package requires making many decisions
- D. 1. Product safety has become a major packaging concern
- E. 1. Product labeling, a part of a product and/or a part of a package, carrying

- verbal information about the product or the seller
2. Labeling is a kind of product feature
 3. “Silent salesmen”
 4. The products suitable for label: food products, beverages, pharmaceuticals and toilet preparations
 5. Checklist of labeling: the facts of the product
- F. 1. Guiding principles for label designing
2. Advertisement on the label is not allowed
- G. 1. Legal concerns about packaging and labels

Background and terminology

packaging

Industrial and marketing technique for containing, protecting, identifying, and facilitating the sale and distribution of agricultural, industrial, and consumer product. 包装

label

A piece of paper, fabric, or plastic attached to something to give instructions about it or identify it. Labels may be required on products to provide warnings or to enable consumers to compare similar products 标签, 商标, 标志

指为补充牌子和商标的说明, 附着或系挂在商品或商品包装上记载商品的特征、品质、价格数量

的文字、图形、雕刻及印制说明的小牌子。

export labeling 出口标签

labels used in the overseas market 在国外市场中使用的商标

The US Federal Trade Commission Act of 1914 美联邦商务委员会 1914 年法案

The Federal Trade Commission was organized March 16, 1915, under the Federal Trade Commission Act, approved September 26, 1914. This Act was amended March 21, 1938.

Functions:

The Commission is an administrative agency exercising quasi-judicial and investigatory functions, the more important functions of which are these: (1) to prevent unfair methods of competition and unfair or deceptive acts or practices in interstate and foreign commerce; (2) to make fact-finding investigations at the direction of Congress, the President, the Attorney General, or upon its own motion; (3) to report facts of alleged violations of the anti-trust laws; (4) to administer the Export Trade Act by which is permitted the organization of associations to engage exclusively in export trade; (5) to prevent price discriminations and other practices in violation of the Clayton Act, as amended by the Robinson-Patman Act; and (6) to administer the Wool Products Labeling Act.

在 1914 年 9 月 26 日通过的美联邦商务委员会法案规定下，美联邦商务委员会组建于 1915 年 3 月 16 日。于 1938 年对该法案进行了修正。

职能：该委员会是实施准司法性和调查性职能的行政机构，主要职能有：1. 防止跨州或外贸中出现不公平竞争手段及不公平或欺骗行为；2. 根据国会、总统、首席检察官的命令或本机构的提议进行事实调查；3. 报告违反涉嫌反托拉斯法规的事实；4. 执行允许联合企业专门从事出口贸易的出口贸易法规；5. 防止违反由鲁宾逊-帕特曼法规修正的克莱顿反托拉斯法的价格歧视及其他行为；6. 执行羊毛织品商标法案。

Market

home market

国内市场

domestic market	国内市场
overseas market	海外市场
black market	黑市
active market	买卖成交踊跃的市场 【金融】热门股票
after market	【经贸】售后市场
auction market	拍卖市场
bear market	(交易所)行市趋势看跌的市面, 卖空的证券 交易投机商(即空头)占优势的交易市面
Common Market	(欧洲)共同市场
sky market	露天市场
bond market	债券市场
bond issuing market	债券发行市场
booming market	景气[繁荣]的市场
brisk market	景气[繁荣]的市场
break in the market	市价暴跌
bring to market(=put on the market)	投放市场, 出售, 兜售
bull the market	【商】做多头(指抬高市场价格)
corner the market	囤积居奇, 垄断市场
play the market	投机倒把, 做股票投机生意
price out of the market	(商品)定价过高无人购买
put on the market	出售, 投放市场
raid the market	扰乱市场

Language points

to store

to reserve or put away for future use; stock; to put or keep in a special place while not in use 贮存, 储藏, 储存, 把...存放在... , 积储

1. While she was abroad she stored her furniture in a warehouse.
她在国外期间把家具存放在仓库里。
2. The squirrels are busy storing (up) nuts so they will have food in the winter.

松鼠在忙着储存坚果以备冬天之需。

corrugated

shaped into folds or parallel and alternating ridges and grooves; formed in rows of wavelike folds 缩
成皱纹的, 波状的, 有瓦楞的

1. a corrugated cardboard box
一个瓦楞纸板箱
2. corrugated iron roof
波纹铁屋顶
3. a corrugated brow
皱起的眉

to retail

the sale of goods or commodities in small quantities directly to consumers for their own use and not for selling to anyone else; 零售, 零卖

1. I bought it by retail.
我是以零售的方式把它买来的。
2. These socks retail at \$3 a pair.
这种袜子零卖每双 3 美元。

to perform

to fulfill an obligation or requirement; accomplish something as promised or expected; to do; carry out (a piece of work, duty, ceremony etc.), especially according to a usual or established methods 履行, 完成, 做, 实行,

1. The surgeon has performed the operation.
外科医生做了手术。
2. She performs an important role in the university.
她在这所大学中发挥着重要的作用。

to attract (somebody to somebody/something)

to arouse or compel the interest, admiration, or attention of; to excite the admiration, interest, or feelings of; to draw or

pull towards oneself; cause to come nearer 诱惑, 吸引, 引起...好感, 引诱, 使喜欢

1. The company is trying to attract overseas investments.
这家公司在企图吸引海外投资。
2. What first attracted me to her was sense of humor.
首先吸引我的是她的幽默感。

commercial

an advertisement on television or radio (在电视或无线电上的)商业广告

1. a commercial television channel
一个商业电视频道
2. There are too much commercials in that TV series.
那部电视连续剧的商业广告太多了。

to dispense (something to somebody)

to deal out in parts or portions; distribute; to give out something to people; to provide something, especially a service, for people 分配, 分发, 施行, 主持

1. The organization dispenses free health care to the poor.
这个机构为穷人提供免费医疗保健。
2. As a judge, you should dispense justice.
作为一名法官, 你应该主持公道。

to heed

to pay careful attention to; listen to and consider seriously; 留心, 注意

1. She didn't heed my warning.
她没有重视我的警告。
2. They did not heed to the rumors.
他们对流言蜚语不予理睬。

to reveal

to make known (something concealed or secret); to show or allow something previously hidden to be seen or known; 揭露, 泄露, 展现, 揭示

1. The curtains opened, to reveal a darkened stage.

大幕拉开，露出一个黑暗的舞台。

2. The investigation has revealed some serious faults in this mode of payment.

这次调查已揭露了该付款方式的一些重大缺陷。I

ingredient

an element in a mixture or compound; a constituent; any of the things that are formed into a mixture when making something, especially in cooking, chemical 成份，配料，要素，

1. Flour and fat are the most important ingredients.

面粉和油脂是最重要的配料。

2. Imagination and hard work are the ingredients of success.

想象力和勤劳是成功的要素。

to prefer... (to)

to choose or be in the habit of choosing as more desirable or as having more value; like better; to choose (one thing or action) rather than another 更喜欢，(两者中) 宁愿选择(其中之一)

1. He preferred coffee to tea.

他喜欢咖啡胜于茶。

2. I much prefer dogs to cats.

猫和狗之中，我更喜欢狗。

3. Would you prefer that we reschedule the meeting for next week?

你是否更愿意我们把会议改到下星期呢？

to throw away

1. To get rid of (something not wanted or needed); to discard 扔掉，抛弃，错过(机会等)

He threw away the opportunity to be elected as the chairman of the board. [Biz]

他错过了当选董事会主席的机会。

2. To lose by foolishness; to waste 浪费(金钱、时间等)

My advice was thrown away upon him.

我对他的忠告是白费了。

to pass by

1. To go, move, or place, especially for a short space of time 从...旁边经过

We passed by the river every day.

我们每天都经过那条河。

2. (of time) to go by 时间逝去

Six months passed by and still we had no news of them.

六个月过去了，而我们还没有他们的消息。

3. To pay no attention to; to take no notice of 忽视，遗漏

Since your company has changed some item of the contract unilaterally without the consultation with us, we can't pass the matter by only with a protest.

既然贵公司未与我方协商就单方面地改变了合同的某一条款，我们不能仅提提抗议就放过此事。

on impulse

a sudden wish or urge that prompts an unpremeditated act or feeling; abrupt inclination 冲动

1. We shouldn't act on impulse.
我们不应该凭冲动行事。
2. She bought the dress on impulse.
她一时冲动买了这件衣服。

to be consistent with

in agreement or accordance 与...一致, 一致, 符合的

1. The testimony was consistent with the known facts.
口供与已知的事实相符合。
2. All such drawings and instructions shall be consistent with the contract documents.
所有这类图样和说明都必须与合同文件一致。

to attach to

to fasten in position; to fix or connect; to regard as having (special meaning or importance); to belong to or to be connected with 加入, 参加, 加于...之上, 附加

1. Prof. Smith was attached to the medical college as a guest professor for two years.
史密斯教授在医学院当了两年客座教授。
2. We should attach primary importance to the development of economy
我们要把发展经济的工作放在第一位
3. We attach hereto a list of products we regularly export and we trust some of these items will be of interest to you.
随函附寄我们经常出口的产品清单一份, 相信你们对其中有些商品是感兴趣的。
4. If interested, please fill in the questions attached to the provisional specification, upon receipt of which we would work out our offer.
如感兴趣, 请将临时说明书所附调查表填好寄来, 我们收到后将拟出我方报盘。

to comply with

to act in accordance with a demand, rule etc 同意, 答应, 遵守, 服从

1. You should comply with the terms of the Agreement.
你们应该按照协议条款执行。
2. In order to comply with the demands of their buyers, many supplies have been doing business on D/P or D/A basis.
为了适应买主的要求, 许多供应商一直按付款交单或承兑交单的方式交易。
3. Complying with your request, we send herewith a copy of our latest catalogue.

按照你方要求，随函寄上我方最新目录一份。

4. The factory was closed for failing to comply with government safety regulations.

工厂由于未能遵守政府的安全条例而被关闭了。

to be made of

to be formed 用...造成(用于原材料显而易见的场合)

1. Cloth is made of cotton, wool, silk and other materials.

衣料是棉、毛、丝和其它原料制成的。

比较: be made from 由...所做成的(用于原材料不易看出的场合); be made in 在某地制造; be made up of...的含义接近 form; compose; constitute, 含有“合成, 组成”的意思。

1. Volkswagen is made in Shanghai.

大众汽车生产于上海。

2. The board is made up of twelve people.

董事会由十二个人组成。

...a secondary package that is thrown away when the product is about to be used

...即将使用产品时被扔掉的二级包装。that 引导的是一个带有时间状语从句的定语从句。

be about to do sth. 表示即将做某事:

1. We're about to leave. 我们就要走了。

2. He is about to retire. 他就要退休了。

Increased competition and clutter on retail store shelves means that packages must now perform many sales tasks —— from attracting attention, to describing the product, to making the sale.

日益加剧的竞争和零售货架上琳琅满目的商品意味着现在包装必须执行很多销售方面的任务——从吸引顾客的注意力，到对产品进行描述，再到促成销售。

Increased competition and clutter on retail store shelves 名词短语做句子主语。谓语动词是 means, 其后的 that 引导宾语从句。

In making packaging decisions, the company also must heed growing environmental concerns and make decisions that serve society's interests as well as immediate customer and company objectives.

在做出包装决定时，公司也必须注意人们对环境日益增加的关注，做出既能实现直接客户和公司目标，又满足社会利益的决策。

本句较长，但若把握句子的主干“..., the company ...must heed....concerns and make decisions....”则不难理解。That 后均为 decisions 的定语从句。

... a tag attached directly to the product 直接附在商品上的一种签条。

过去分词 attached 做定语，修饰前面名词 tag。过去分词做定语的例子很多，诸如: documents submitted to the board 呈交给董事会的文件; a detailed account of our research attached 一份关于我们调研的详细说明特在此附上。

toilet preparation 洗浴用品，卫生用品

to design a label should **reveal** the following facts:... 动词不定式 to design a label 做主语，例如：To reduce the cost is to increase the profit.降低成本就是增加利润。

to give a hand to

lend a hand to, help, assist 帮助某人

Would you give me a hand?

你愿意帮我吗？

Summary

In this highly competitive environment, the package may be the seller's last chance to influence buyers. Therefore, we shall clearly see the package becomes a "five-second commercial" and the importance, functions, contents and facts of a label, which is a kind of product feature that requires managerial attention.

Comprehension questions

1. What does packaging involve? And what may the package include?
2. What is the power of good packaging?
3. What is a label?
4. Why is labeling considered as the silent salesman?
5. What facts of the product should a label reveal?