

# Design Development Of Packaging Search Documents

## Chapter 1 : Design Development Of Packaging Search Documents

To design great packaging, think outside the box. what made you pick that product off the shelf? it was probably the packaging design—the color, form, graphics, and typography — that made the difference. packaging design makes brands tangible to consumers, making an emotional connection and influencing the decision to engage. The center for packaging and unit load design is an industry/university partnership. membership is open to all individuals, firms, and associations interested in unit load based material handling efficiency.

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