

Overview

This standard is about the skills and knowledge needed for you to design packaging for food and drink products in food and drink manufacturing and the associated supply chain. The appearance of food and drink product packaging is key in the marketing of a product and its financial success.

You must be able to source the organisational and customer requirements relating to the design of food and drink packaging, liaise with relevant people across the food and drink business and external to it and gain agreement on a final design. You must be able to encourage an innovative and creative working environment and also ensure the design conforms to definite regulatory requirements relating to the wording, logos and technical information.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in designing packaging for food and drink products.

Performance criteria

You must be able to:

Prepare to design packaging

1. scope out requirements for design of packaging
2. check sufficient resource is in place to support the design of packaging
3. source the organisational policies and procedures for the design of food and drink product packaging materials, including legislation and allergen requirements
4. liaise with departments across the food business to determine specific design requirements
5. source the regulatory requirements relating to the design and company technical information
6. source a technical brief, including costings
7. check what packaging materials are available or permissible for use with the food and drink product

Design packaging

8. design packaging in accordance with organisational requirements
9. gather information and market intelligence to inform selection of packaging
10. check that the working environment promotes creativity and innovation whilst maintaining the organisational and customer boundaries relating to quality and cost or additional requirement
11. communicate draft design/s to relevant people for comment
12. gain agreement from relevant people on the final design
13. check the final design conforms to regulatory, organisational and customer requirements, including hygiene, allergens, food safety, compliance and health and safety
14. communicate the final design to relevant people internal and external to the food and drink business

Knowledge and understanding

You need to know and understand:

1. the regulatory and organisational policies and procedures relating to the design of packaging in a food and drink business
2. the organisational methods of communication including the use of new technology and how to use them
3. how to use market intelligence and information relating to the design of packaging materials
4. why it is important to receive a brief from colleagues and customers to determine the specific design requirements and how to do this
5. the importance of availability and cost of materials and how to ensure this information influences the final design if applicable
6. how to source the regulatory requirements relating to the design of food and drink packaging including wording, logos and technical information
7. why it is important to communicate the final design to relevant people and how to do this
8. why it is important to liaise with finance or purchasing to determine cost constraints on design selections
9. what the organisational, regulatory and customer sustainability policies and requirements are relating to food product packaging
10. why it is important to design packaging that complies with food safety, hygiene, allergens, health and safety and compliance requirements and how to do this
11. why it is important to support a creative and innovative working environment
12. how to source and adhere to the organisational procedures for the design of packaging
13. what the organisational procedures are for the communication of draft and final designs to relevant people
14. how to gain agreement on the final design
15. why it is important to check the final design conforms to regulatory, organisational and customer requirements
16. the regulations relating to the packaging and information presented on food and drink packaging
17. why food and drink products are packaged
18. the major types of food and drink packaging available to a food and drink business

19. what the major technical processes are for the packaging of food and drink products
20. how market intelligence and innovation information can be sourced and used to inform food and drink packaging
21. how to source innovative food and drink packaging
22. how food and drink product packaging costs impact on the final product costs
23. the importance of sustainable packaging to the food and drink business
24. the environmental impact of packaging choices
25. why food and drink packaging choices can impact on the consumer perception of the food and drink business
26. how packaging can be used to aid marketing campaigns

Design packaging for food and drink products

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