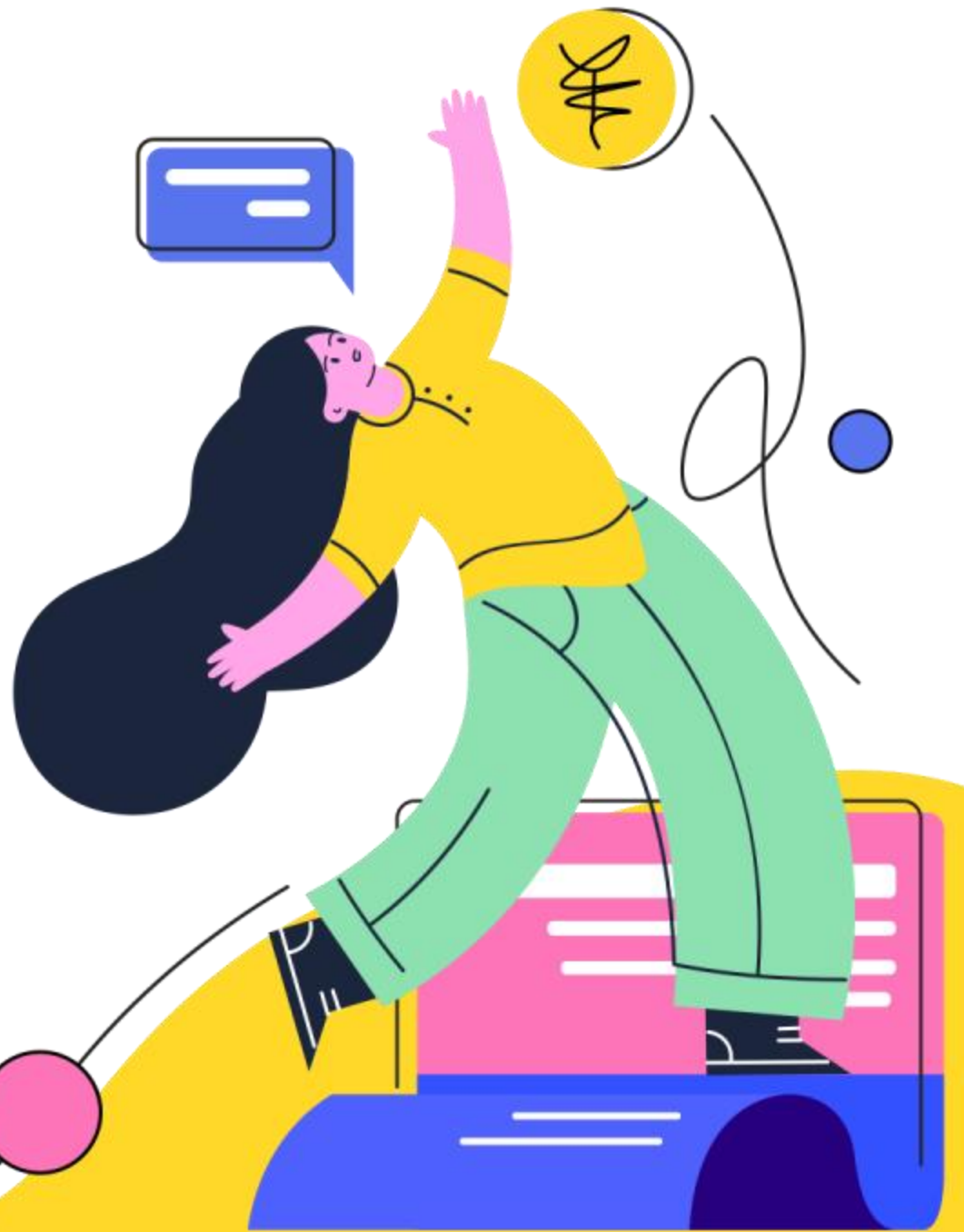




对出口包装的设计

Design of Export Packaging





在出口包装的设计中，需要考虑以下几个方面：

When designing export packaging, the following aspects need to be considered:

1. 包装材料选择

1. Selection of Packaging Materials

- 在选择包装材料时，需要考虑到产品的特性和运输要求。常用的包装材料包括纸板、塑料、金属等。
- When selecting packaging materials, consider the characteristics of the product and the transportation requirements. Commonly used packaging materials include cardboard, plastic, and metal.
- 纸板具有轻便、易加工、可回收等优点，适合用于缓冲和隔热；
- Cardboard is lightweight, easy to process, and recyclable, making it suitable for cushioning and insulation.

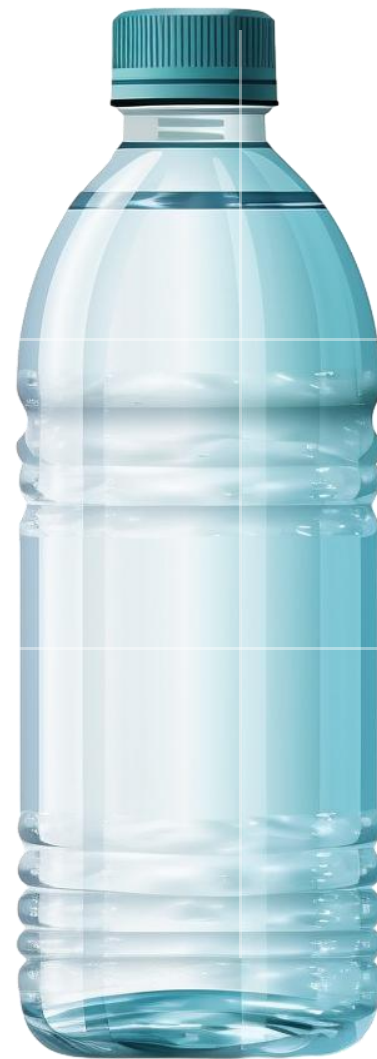


包装材料选择

Selection of Packaging Materials

塑料具有防水、防震、轻便等优点，适合用于小型产品或零部件的包装；

Plastic is waterproof, shock-resistant, and lightweight, making it suitable for packaging small products or components.





包装材料选择 Selection of Packaging Materials

金属具有强度高、耐腐蚀、易回收等优点，
适合用于大型机械或电子产品的包装。

Metal has high strength, corrosion resistance, and recyclability, making it suitable for packaging large machinery or electronic products.





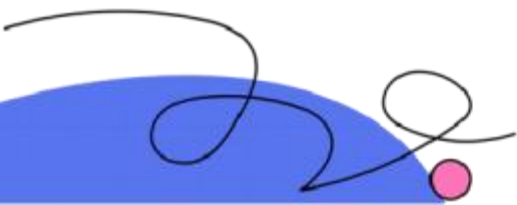
防潮防震设计 Moisture and Shock Resistance Design

可采用内部填充和外包装设计相结合的方式。内部填充物应具有一定的吸水性和减震性能，如泡沫塑料、气泡膜、瓦楞纸等。

A combination of internal padding and external packaging design can be used. Internal padding should have certain water absorption and shock resistance properties, such as foam plastic, bubble wrap, and corrugated paper.

外包装应具有良好的密封性和抗压性能，如纸箱、木箱等。

External packaging should have good sealing and compressive strength, such as cartons and wooden boxes.





对于易生锈或易氧化的产品，
包装设计应着重考虑防锈与防
氧化措施。

For products that are prone
to rust or oxidation,
packaging design should
focus on anti-rust and anti-
oxidation measures.

防锈与防氧化设计

Anti-rust and Anti- oxidation Design



标识与标签设计 Label and Tag Design

安全标签应清晰地标明产品名称、生产日期、保质期、使用方法等信息，以便消费者正确使用和维护。标识与标签设计应符合相关法规和标准的要求。

Safety labels should clearly indicate the product name, production date, shelf life, usage instructions, and other information to ensure proper use and maintenance by consumers. Label and tag designs should comply with relevant regulations and standards.

类：全脂灭菌纯牛乳

料：生牛乳

营养成分表

项目	每100mL	NRV%
能量	280kJ	3%
蛋白质	3.2g	5%
脂肪	3.8g	6%
碳水化合物	5.0g	2%
钠	53mg	3%
钙	100mg	13%

脂乳固体 $\geq 8.5\%$

准代号：GB 25190

侧面成分图

Side Ingredient List

产品种类：全脂灭菌纯牛乳

配 料：生牛乳

营养成分表

项目	每100mL	NRV%
能量	280kJ	3%
蛋白质	3.2g	5%
脂肪	3.8g	6%
碳水化合物	5.0g	2%
钠	53mg	3%
钙	100mg	13%

非脂乳固体 $\geq 8.5\%$

产品标准代号：GB 25190

生产日期：见盒顶部

保 质 期：常温密闭条件下6个月

贮存条件：未开启前 无需冷藏

开启之后 请贮存于2-6℃

并于2日内饮用完毕

消费者服务热线：4008169999

欢迎访问：www.yili.com



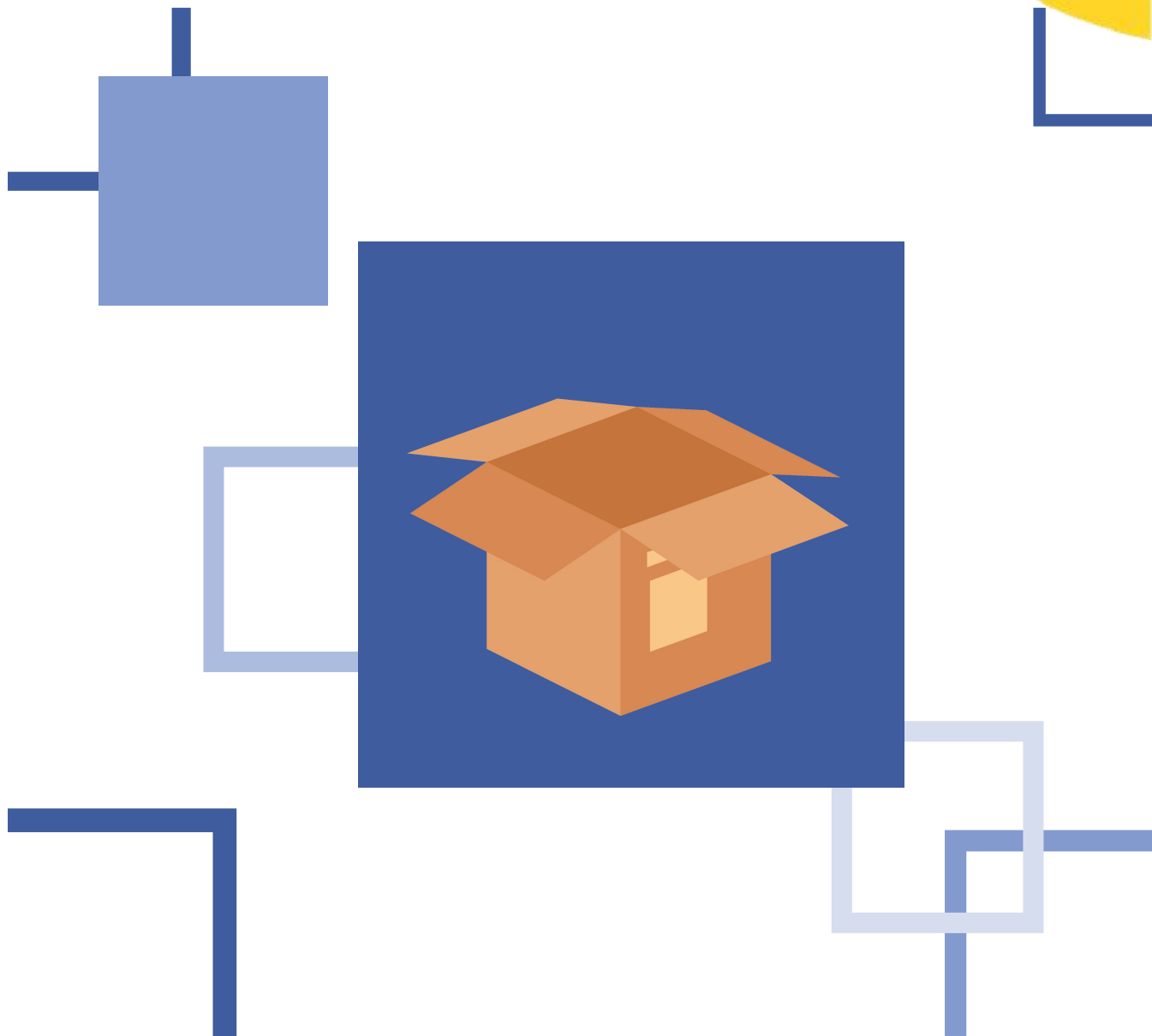
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运输与堆放设计 Transportation and Stacking Design

包装尺寸应考虑便于堆放和搬运，
以减少仓储和运输成本。

Packaging dimensions should
facilitate stacking and handling
to reduce storage and
transportation costs.





运输与堆放设计 Transportation and Stacking Design

同时，包装应具备良好的抗压和抗震性能，以应对运输过程中的挤压和振动。

Additionally, the packaging should have good compressive and shock resistance to withstand pressure and vibrations during transportation.



消费者习惯与文化考虑 Consideration of Consumer Habits and Culture

不同地区和文化背景的消费
者对包装的需求和偏好也不同。

Consumers from different regions and cultural backgrounds have varying demands and preferences for packaging.

而亚洲消费者则更注重包装
的外观和寓意。

Asian consumers place greater emphasis on the appearance and significance of packaging.

例如，欧美消费者更注重包
装的简洁和实用性，

For instance, Western consumers prioritize the simplicity and practicality of packaging.



消费者习惯与文化考虑

Consideration of Consumer Habits and Culture

因此，在设计包装时，应充分了解目标市场的消费者习惯和文化背景，以满足其特定的需求。

Therefore, when designing packaging, it's essential to thoroughly understand the target market's consumer habits and cultural background to meet their specific needs.



法规与标准符合性

Compliance with Regulations and Standards

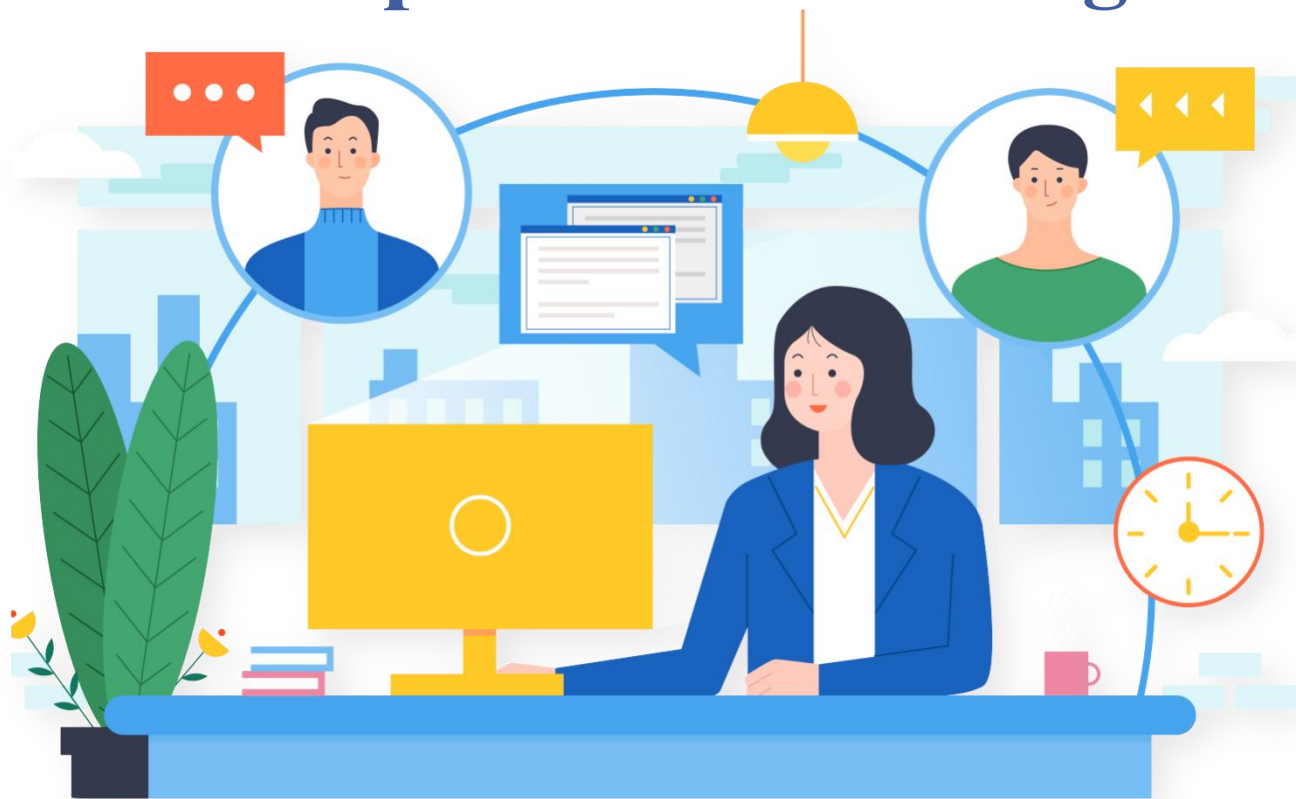
包装材料、尺寸、标签等各方面都应符合进口国家和地区的法律规定。
在选择包装材料时，应避免使用进口国禁止或限制使用的材料和添加剂。

All aspects of packaging, including materials, dimensions, and labels, must comply with the laws of the importing countries and regions. When selecting packaging materials, avoid using substances and additives that are prohibited or restricted by the importing country.



法规与标准符合性

Compliance with Regulations and Standards



此外，还应关注进口国对包装标签和文件的要求，以确保产品顺利清关并合法销售。

Additionally, pay attention to the importing country's requirements for packaging labels and documentation to ensure smooth customs clearance and legal sales.



只有将这些方面都充分考虑和优化，才能设计出符合市场需求、具备竞争力的出口包装，为产品的出口销售提供有力保障。

By thoroughly considering and optimizing these aspects, you can design export packaging that meets market demands, is competitive, and effectively supports the product's export sales.



感谢各位的观看
Thank you for
watching.

