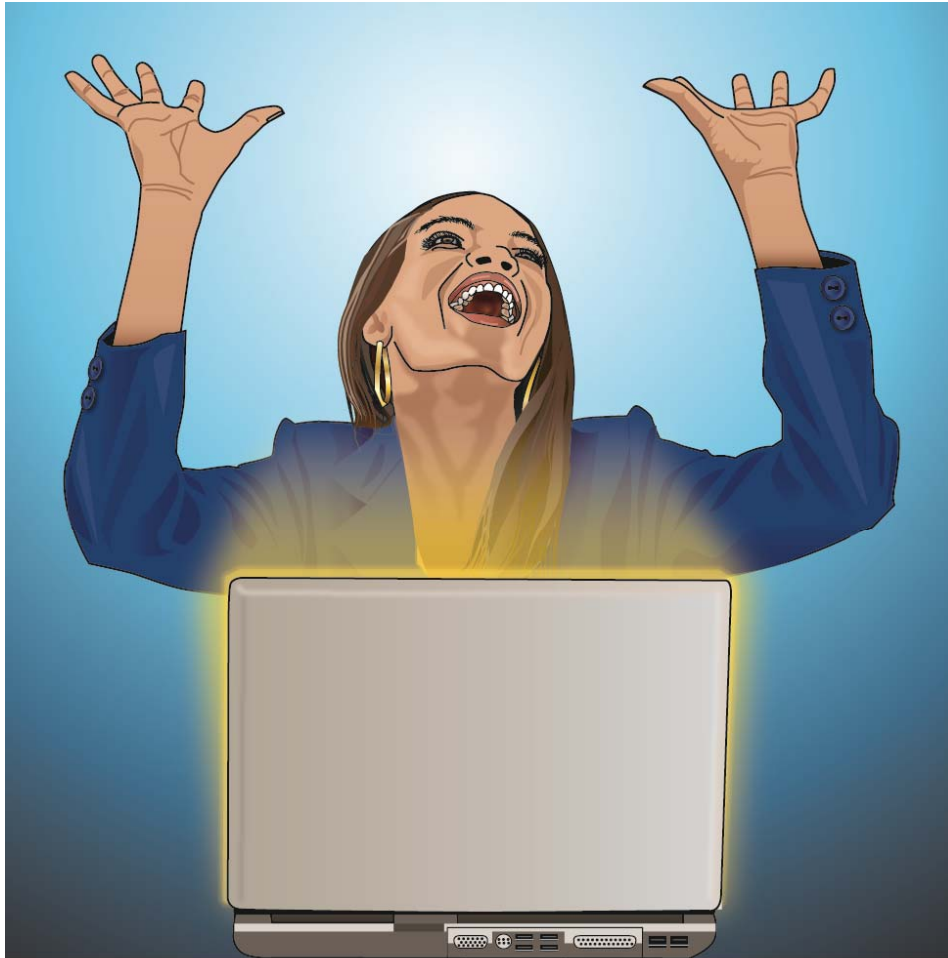




Function & Aesthetic Appeal



Packaging is much more than the physical container that houses a product or service. Packaging contributes to the customer experience. In order for packaging to make its contribution to the marketing process, it must appeal to the customer both functionally and visually

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