



Fundamentals of Packaging Technology

By S. Natarajan

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In the current market scenario, packaging provides the most important first point of contact by which a company presents its products to consumers. Though packaging has to perform functions such as product protection and preservation, it is now being accepted as a value addition method.

This compact textbook is designed primarily for the undergraduate students of printing technology and mechanical engineering. The text introduces the concepts and techniques relevant to packaging of industrial, pharmaceutical and food products. It covers the package design concepts with emphasis on graphics and colours, as innovation in packaging is taking place at a rapid pace due to the competition among brands for shelf appeal and space. Besides, it also discusses importance of glass as a packaging material, label types and their design, bulk packaging and test procedures on package to evaluate its worthiness in distribution and storage.

KEY FEATURES

- A Case Study lends a practical orientation towards the subject of study.
- Review questions, arranged in a graded manner, sharpen the analytical skills of the students.
- Solved problems reinforce the understanding of the subject.

Besides undergraduate students, this book will also be useful for diploma students of packaging, researchers and professionals in printing and packaging field.

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Editorial Review

About the Author

M. Govindarajan , Ph.D., former Assistant Professor, Department of Mechanical Engineering, Anna University, India, Chennai has more than three decades of teaching experience. He has published/presented several articles/papers in international journals and conferences. Dr. Govindarajan is the author of four books - Engineering Ethics , Principles of Management , Marketing Management: Concepts, Cases, Challenges and Trends , and Professional Ethics and Human Values B. Kumar , Ph.D., is Professor, Department of Printing Technology, Anna University, Chennai, India. The Vice President of the Printing Technological Forum, Dr. Kumar has over 25 years of teaching experience. He has published/presented articles/papers in international journals and conferences. S. Natarajan , Ph.D., is former Professor and Head, Department of Mechanical Engineering, Anna University, Chennai, India. He has more than three decades of teaching experience, and has published/presented several articles/papers in international journals and conferences. Professor Natarajan is the co-author of three books - Engineering Ethics , Principles of Management and Professional Ethics and Human Values .

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