

Unit Three Packaging Design

实训模块三 包装设计

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实训项目 4 不恰当包装设计投诉

Position of Service 服务岗位

Packaging is the enclosure of products, and items, or other packages in bags, boxes, cans, bottles or in other container forms to perform one or more of the following four basic functions: containment, protection, improving the logistics efficiency and communication. It's the end of production but the beginning of logistics operation. Packaging plays an important role in the transport of all goods. It serves many purposes, although most importantly it should protect goods from the risk of damage and pilferage. Since damage and pilferage are not only inconvenient to both suppliers and customers, but cost time and money, packaging is extremely important in ensuring that goods arrive at the customer in good condition. But packaging can only be effective if it is the right kind for the particular consignment. The nature of the cargo, the route and destination, and the different means of transport involved are important factors that influence the kind of packaging used. Rules also prevent certain types of packaging from being used and imported into certain countries, for example straw packaging. Environmental protection shouldn't be ignored when selecting packaging materials.

Service Procedure 服务流程

1. Communicating the Packaging Design

包装设计沟通

- ◆ Give regards to the customer
向客户问好
- ◆ Know well the properties of the merchandise (fragile, dangerous...)
了解所要包装商品的性能(易碎品、危险品等)
- ◆ Know the transport mode of the merchandise: by sea, by air...
了解商品的运输方式:海运、空运等
- ◆ Know the quantity of the order

知晓订货的数量

- ◆ Ask for the packaging demands from the customer.

听取客户的包装要求

- ◆ Introduce the packaging design in detail, and explain the reason

详细介绍包装设计方式,并说明设计意图

- ◆ Ask for the opinion of the customer

听取客户意见

- ◆ Reach an agreement

达成一致意见

- ◆ Express your wishes for a happy cooperation

祝愿合作愉快

2. Complaining about the Packaging Design

包装问题投诉

- ◆ Listen carefully to the customer's complaining about the packaging design

认真听取客户关于包装问题的投诉

- ◆ Ask the customer if there is any damage

询问客人是否有货损

- ◆ Express regrets for the damage

向客户表达对货损的歉意

- ◆ Find out whether the merchandise is packed according to the contract

确认货物包装是否符合包装合同

- ◆ If the package meets the contract, try to find a safer packaging design

如果包装与合同相符,寻求更加安全的包装设计

- ◆ If the package doesn't meet the contract, express regrets for breaking the contract

如果包装与合同不符,表达对违反合同的歉意

- ◆ If there's no damage, try to find a more reasonable packaging design with the customer

如果货物没有损失,和客户一起寻求更加合理的包装设计

Skill Points 技能要点

- ◆ The properties of the merchandise

商品的性能

- ◆ The quantity of the merchandise

商品的数量

- ◆ The transport mode of the merchandise

商品的运输方式

- ◆ The packaging materials

包装材料

- ◆ The packaging design

包装设计

- ◆ The recyclable package
可回收包装

Practice 1 Packaging Design of Common Merchandise

实训项目 1 普通商品的包装设计

Task of Service Practice 实训任务

- ◆ Mr. Fred, a businessman from Australia, has ordered some sweaters from a clothing company in China. Now he is talking about the packaging with Mr. Wang, the Marketing Manager of the clothing company.
弗雷德先生是一位来自澳大利亚的商人,从一家中国服装公司订购了一批毛衣。他正在和该服装公司市场部经理王先生协商包装事宜。
- ◆ The transport mode of the merchandise;by sea.
商品的运输方式:海运。
- ◆ The packaging design: pack each sweater in a polybag, 5 dozen to a carton lined with waterproof paper.
包装设计:每件毛衣装一个塑料袋,每 5 打装一个有防水衬里的纸箱。

Service Practice 服务实训

Now, let's begin the practice based on *Task of Service Practice*.
请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Wang: the Marketing Manager

Fred: a customer

Wang: Good morning, Mr. Fred.

Fred: Good morning, Mr. Wang.

Wang: How do you like our sweaters?

Fred: They're really nice products. Well, I just want to know how you are going to pack them.

Wang: As a rule, we use polybag for each sweater so that it is ready for shelf selling.

Fred: Sounds good. A wrapping that catches the eyes will certainly help push sales.

Wang: Right. We really need appealing package.

Fred: What about the outer packing?

Wang: We'll pack them 5 dozen to a carton.

Fred: A carton? I'm afraid the paper cartons are not strong enough for sea shipment.

Wang: Don't worry, Mr. Fred. The cartons are lined with waterproof paper, and they will be handled with care.

Fred: That'll be OK.

王: 早上好, 弗雷德先生!

弗雷德: 早上好, 王先生!

王: 您觉得我们的毛衣怎么样?

弗雷德: 确实是不错的产品。我想知道你们怎样包装这批毛衣。

王: 按照常规, 我们把每件毛衣装一个塑料袋。这样就可以直接上架销售。

弗雷德: 很好。吸引人的包装一定会促进销售的。

王: 对。我们需要有吸引力的包装。

弗雷德: 外包装呢?

王: 每 5 打装一个纸箱。

弗雷德: 纸箱? 走海运恐怕纸箱不够结实吧。

王: 您不必担心。这些纸箱都有防水衬里, 而且工人在搬运纸箱时会小心的。

弗雷德: 那就好。

Practice 2 Packaging Design of Fragile Merchandise

实训项目 2 易碎商品的包装设计

Task of Service Practice 实训任务

- ◆ Mr. Li is a Marketing Manager of a beer company in China. Mr. Brown is a Canadian businessman. Now Mr. Li is discussing the packaging of beer with Mr. Brown.
李先生是中国一家啤酒公司的市场部经理。布朗先生是一位加拿大商人。李先生和布朗先生正在就包装问题进行协商。
- ◆ The transport mode of the merchandise; By sea.
商品的运输方式: 海运。
- ◆ The quantity of the order; 500 boxes.
订单数量: 500 箱。
- ◆ The packaging design; six bottles in one carton, and four cartons in one box which should be lined with shockproof cardboard from inside and reinforced with straps from outside.
包装设计: 六瓶装一纸箱, 四个纸箱装一个大箱。大箱里面内衬防震纸板, 外带加固条。
- ◆ The packaging suggestions from the customer; Tins for liquids replace glass-bottles.
客户的包装建议: 听装饮料取代玻璃瓶。
- ◆ Mr. Li will transfer the customer's suggestion to the production department.
李先生会把客户的建议传达给生产部门。

Service Practice 服务实训

Now, let's begin the practice based on *Task of Service Practice*.

请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Li: Mr. Li, a Marketing Manager of a beer company

Brown: Mr. Brown, a customer

Li: Mr. Brown, I'm very glad that we finally settled the order of 500 boxes of beer.

Brown: Thanks to the joint efforts from both sides. By the way, I'd like to know your packing for transportation.

Li: We pack them six bottles in one carton, and four cartons in one box. Besides, all these boxes should be lined with shockproof cardboard from inside and reinforced with straps from outside.

Brown: That's OK. But I still want to discuss the matter of packing the beer.

Li: We warmly welcome your suggestion.

Brown: I don't think glass bottles are popular nowadays for liquid. On one hand, they are easily broken in transportation, on the other hand, glass bottles are too heavy to carry and they would increase the cost of freight.

Li: Yes, you are totally right. Do you have any other idea?

Brown: Liquid are now packed in tins and they are very popular on the world market.

Li: I see many leading beverage companies pack their liquid in tins, such as Coca Cola.

Brown: Yes. You don't have to use a bottle-opener to open them.

Li: As far as you know, when we pack our export liquids in tins, it will greatly increase the cost of packing.

Brown: I can understand that, but the packaging should meet the taste of the customers.

Li: OK, Mr. Brown. Thank you for your valuable proposal. I'll transfer your suggestion to our production department.

Brown: I'm eager to see your improvement.

Li: Thank you very much, Mr. Brown.

Brown: Not at all.

李: 布朗先生,很高兴我们终于敲定了这笔 500 箱啤酒的订单。

布朗: 这是双方共同努力的结果。你们的运输包装是如何设计的呢?

李: 六瓶啤酒装一个纸箱,四个纸箱装一个大箱。大箱里面内衬防震纸板,外带加固条。

布朗: 很好。但是我还是想和您谈一谈啤酒包装。

李: 我们诚挚期待您的建议。

布朗: 我认为现在已经不流行用玻璃瓶装饮料了。一方面在运输过程中玻璃瓶易碎;另一

方面玻璃瓶搬运起来很重,会增加运输成本。

李: 是的,您说的完全正确。您有什么好主意吗?

布朗: 现在饮料都是听装,在国际市场上非常受欢迎。

李: 我知道一些著名饮料公司采用听装饮料,如可口可乐。

布朗: 是的,这样就不需要开瓶器来开瓶盖了。

李: 您是知道的,如果我们听装出口的啤酒,包装的成本就会大大增加。

布朗: 这可以理解。但是产品的包装必须得迎合消费者的口味吧。

李: 好的,布朗先生,感谢您的宝贵建议。我会把您的建议传达给我们的生产部门。

布朗: 期待你们的改进。

李: 非常感谢您,布朗先生!

布朗: 不客气!

Practice 3 Complaining about the Unreasonable Packaging Design

实训项目 3 不合理包装设计投诉

Task of Service Practice 实训任务

- ◆ Mr. Johnson, a purchasing manager of an Australian restaurant, is a general customer of a sauce company in China. Mr. Huang is the marketing manager of this sauce company. Now Mr. Johnson is calling to talk about the packaging problem with Mr. Huang.
约翰逊先生是一家澳大利亚餐厅的采购部经理,是一家中国调料公司的老客户。黄先生是该公司的市场部经理。约翰逊先生正打电话给黄先生商谈包装事宜。
- ◆ At present, the sauce is packed in disposable containers. But the owner of the restaurant has to pay for the removing of the used containers everyday. It's a big headache. So Mr. Johnson suggests using the recyclable containers.
目前调料是装在一次性的容器中,餐厅每天需要花钱,运走用过的包装。这是让人头疼的事。约翰逊先生建议使用可回收的包装。
- ◆ Using the recyclable containers will reduce the cost of production, the rate of the solid disposal and save natural resources. It's socially desirable.
使用可回收包装能够降低生产成本和处理固体垃圾的费用,节约自然资源,也是社会需要。
- ◆ Mr. Huang will transfer the customer's suggestion to the production department.
黄先生会把客户的建议传达给生产部门。

Service Practice 服务实训

Now, let's begin the practice based on *Task of Service Practice*.

请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Huang: a marketing manager of a sauce company

Johnson: a customer

Huang: Good afternoon, Mr. Johnson. How are you?

Johnson: Fine, thank you, Mr. Huang. I'm calling to talk about the packaging problem.

Huang: Problem? Is there anything wrong?

Johnson: No, nothing wrong. It's the used containers. As you know, the sauce is packed in disposable containers and we have to pay to have the used containers removed each day.

Huang: Yes, how to deal with the used containers is a real headache.

Johnson: So, is it possible to use recyclable containers for our sauce?

Huang: Recyclable containers? Do you mean the containers can be used several times for the package?

Johnson: Yes, that's right. By using the recyclable containers the rate of the solid disposal can be at least reduced. And in addition, recycling is socially desirable.

Huang: Sounds good. Using the recyclable containers will reduce the cost of production and save natural resources.

Johnson: Yes, you're right.

Huang: Mr. Johnson, your opinion is very helpful. I'll transfer your valuable proposals to our production department, so as to improve our packing.

Johnson: I hope you will speed up your efforts in that direction.

Huang: We certainly will. Thank you very much.

Johnson: Not at all. Bye-bye, Mr. Huang.

Huang: Bye-bye, Mr. Johnson.

黄: 下午好,约翰逊先生!您好吗?

约翰逊: 很好,谢谢您,黄先生。我打电话是想和您谈谈包装的问题。

黄: 问题?出什么事了吗?

约翰逊: 没出什么事,是想谈谈用过的包装。你是知道的,目前调料是装在一次性的容器中,但是餐厅每天得花钱运走用完后的包装。

黄: 是的,如何处理废旧包装是件让人头疼的事情。

约翰逊: 可以用可回收包装来盛放调料吗?

黄: 可回收包装?您的意思是用可以重复使用几次的包装?

约翰逊: 是的,就是这个意思。使用可回收包装至少可以把我们处理固体垃圾的费用降下来。另外,可回收也符合社会需要。

黄: 听起来不错。使用可回收包装能够降低生产成本,还可以节约自然资源。

约翰逊: 是的,您说得很对。

黄: 约翰逊先生,您的想法对我们非常有帮助。我会把您的宝贵意见转达给生产部门,

以改进我们的包装。

约翰逊：我希望你们能够尽快这么做。

黄： 我们会的。谢谢！

约翰逊：不客气！再见！黄先生。

黄： 再见！约翰逊先生。

Practice 4 Complaining about the Improper Packaging Design

实训项目 4 不恰当包装设计投诉

Task of Service Practice 实训任务

- ◆ Mr. Smith, a business man from the USA, ordered 30 cartons woolen carpets from a carpet company in China. Mr. Zhang is the Marketing Manager of the carpet company.
史密斯先生是一位美国商人,从中国一家地毯公司订购了 30 箱羊毛地毯。张先生是这家地毯公司的市场部经理。
- ◆ Unfortunately, due to improper packing, some of the carpets were soiled in transportation.
不幸的是,由于包装不当,在运输过程中一些地毯被弄脏了。
- ◆ Of the 30 cartons of woolen carpets, 11 cartons were found broken and the carpets in them were soiled.
30 箱羊毛地毯中 11 个包装箱发现破损,里面的地毯被弄脏了。
- ◆ It was obviously due to improper packing.
很明显是由于包装不当引起的货损。
- ◆ The packaging design: the carpets were packed first in waterproof paper and then in double thickness of canvas.
包装设计:纸箱先用防水纸包装再用双层帆布包装。
- ◆ The package isn't against the contract.
包装没有违反合同。
- ◆ The packaging suggestions from the customer: Cartons are not strong enough for sea transportation. Use wooden cases instead.
客户的包装建议:纸箱不够结实,改用木箱。
- ◆ Using wooden cases will make the charge higher and it slows down the delivery.
使用木箱会增加成本,运输速度也会变慢。

Service Practice 服务实训

Now, let's begin the practice based on *Task of Service Practice*.

请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Zhang: the marketing manager of the carpet company

John: a customer

Zhang: Good morning, Mr. Smith.

John: Good morning, Mr. Zhang.

Zhang: Have you received the merchandise?

John: Yes, we have. But I regret to say that there is some damage.

Zhang: Really? Please tell me in detail.

John: We have ordered 30 cartons of woolen carpets, but 11 cartons were found broken and the carpets in them were soiled.

Zhang: I'm sorry to hear that.

John: That was obviously due to improper packing.

Zhang: Are you sure? The carpets were properly packed first in waterproof paper and then in double thickness canvas. It totally met our packaging contract.

John: But cartons are not strong enough for sea transportation.

Zhang: That maybe the real problem. In view of our long-standing business relations, what kind of packing do you plan to use for the next order?

John: What about wooden cases?

Zhang: If we use wooden cases, the charge will be considerably higher, and it also slows down delivery.

John: I know. But the 11 cartons of carpets is really a heavy loss to both of us.

Zhang: Well, if you insist, we'll use wooden cases next time.

John: I do not hope to see any damage next time.

Zhang: Thank you for your suggestion Mr. Smith. And I'm sorry again for the damage of the merchandise.

张：早上好，史密斯先生。

约翰：早上好，张先生。

张：请问你们收到货了吗？

约翰：是的，收到了。但是货物有一些损失。

张：是吗？请告诉我具体情况。

约翰：我们定了 30 箱羊毛地毯，其中 11 个包装箱有破损，里面的地毯被弄脏了。

张：听到这个消息我很抱歉！

约翰：很明显这是由于包装不当引起的货损。

张：您确定吗？纸箱先用防水纸然后用双层帆布包装。这是完全按照合同要求来包装的。

约翰：但是海运用纸箱不够结实。

张：也许这才是真正的问题所在。考虑到我们的长期合作关系，下批货您打算用什么

包装?

约翰: 木箱怎么样?

张: 使用木箱会增加成本, 运输速度也会变慢。

约翰: 我知道。但是这次的 11 箱地毯对我们来说是不小的损失。

张: 如果您坚持的话, 我们下次就用木箱吧。

约翰: 我确实再也不希望看到任何损失了。

张: 感谢您的建议, 史密斯先生。对这次货损我再一次表示抱歉。

Logistics Knowledge

物流小知识

1. Types of Packaging

包装类型

There are two basic kinds of packages: the consumer package and the industrial package. The consumer package or interior package is what the customer sees when the product is on the shelf. It is designed to appeal to and inform the final customer. The industrial package or exterior package is primarily a logistics necessity.

包装主要分两大类: 销售包装和运输包装。销售包装又称内包装, 是商品出售时顾客所看到的包装。销售包装的设计目的是吸引顾客, 向顾客传递商品信息。运输包装又称外包装, 主要目的是满足物流要求。

2. Packaging materials: paper, plastic, wood, metal, glass, pottery, compound materials.

包装材料包括纸、塑料、木材、金属、玻璃、陶器、复合材料。

3. Packaging technique

包装技术

Shockproof technique 防震保护技术

Damage proof technique 防破损保护技术

Anticorrosive technique 防锈保护技术

Rot proof technique 防霉保护技术

Insect proof technique 防虫保护技术

Dangerous goods packaging technique 危险品包装技术

Special packaging technique 特种包装技术

4. Some useful expressions in logistics

常用的物流词汇

Consumer package or interior package 销售包装或内包装

Industrial package or exterior package 运输包装或外包装

Packaging materials 包装材料

Packaging technique 包装技术

Recyclable package 可回收包装

Carton 纸箱

Corrugated paper 瓦楞纸板
Honeycomb paperboard 蜂窝纸板
Waterproof paper 防水纸
Double thickness of canvas 双层帆布

Case and Improvement

案例与提高

A USA company imported some canned oranges from a food company in China. In the packaging contract, it was stipulated that: the canned oranges should be packed 5 segments in a tin, 24 tins to a carton. And every tin should be marked with “MADE IN CHINA” in English. To bring good luck to the buyer, the seller packed 6 segments in a tin. 26 tins were packed to a carton to make full use of the space. In painting the marks, only the cartons were painted “MADE IN CHINA”. The buyer made a claim against the seller because the packaging didn't meet the contract and they would refuse to accept the cargo.

一家美国公司从中国某食品公司进口一批橘子罐头。包装合同规定:橘子罐头,每箱24听,每听含5瓣橘子。每听罐头上都要用英文标明“MADE IN CHINA”。为了讨个吉利,卖方每听装了6瓣橘子。装箱时为了用足箱容,每箱装了26听。在刷制产地标志时,只在纸箱上注明了“MADE IN CHINA”。买方以包装不符合合同规定为由,向卖方要求赔偿,拒收货物。

Comments on the Topic

案例点评

根据《联合国国际货物销售合同公约》规定,买方应按合同规定品质、数量、包装交货。卖方无视合同规定,将每箱24听、每听5瓣橘子的包装方式改为每箱26听、每听6瓣橘子。虽然每听装6瓣橘子是为了讨吉利,每箱装26听是为了用足箱容以降低运输成本,但是他们没有考虑到这种包装方式不符合当地市场消费者的习惯要求。这种任意违反合同规定的做法直接侵犯了买方的利益。卖方只在外包装箱上注明“MADE IN CHINA”,而没有标示在每听罐头上,这不适合在市场上销售。买方需要重新加工,这笔费用理应由卖方承担。买方对此有权提出赔偿损害要求,在合理要求得不到满足时,可以拒收货物。

货品的包装除了具有保护商品的作用外,还一定要能够促进商品的销售。产品包装尤其是销售包装一定要符合当地市场消费者的习惯,不能只按照生产方当地的消费习惯。这就要求国际物流行业的从业人员了解不同国家的文化背景和生活习俗,以尊重顾客,提高服务质量,避免因文化背景的差异造成不必要的麻烦和损失。