



The Four “P” of Packaging (Production, Preservation, Presentation & Price)



Objective :

To familiarize with the principles of packaging and its application with reference to the various group of products. The constituents of the group could be food, pharmaceuticals, engineering, consumer products. To study the various characteristics exhibited by the different kinds of products.

To detail the various properties exhibited by the various types of packaging materials. viz paper, paper board, plastics, corrugated fibre board, metals and their applications.

Strike a balance between the characteristics of the products vis a vis the properties shown by the packaging materials thereby arriving at the cost effective packaging system.

To appreciate the important role played by packaging in the promotion of the products

Methodology :

Presentation with audio visual aids, power point presentations, live samples, case studies, discussions

Faculty : Mr. Venkatraman

The facilitator for this programme S VENKATARAMAN is a free lancer in the packaging technology. He is a science graduate with Diploma in industrial management. He has also completed the Certificate course in Packaging organized by the INDIAN INSTITUTE OF PACKAGING. After an initial stint with the manufacturing industries, joined the Indian Institute of Packaging Southern Regional Centre at Chennai in 1976 ultimately rising to head the centre. After about three decades of association with the institute, retired in 2004. In this period the three core activities with which he was involved are Designing and developing packaging systems, Organising and Conducting Training Programmes, Seminars on packaging and Evaluation of Packaging Materials for their various characteristics. During the tenure he has widely travelled. Post retirement involved with SIES SCHOOL OF PACKAGING TECHNOLOGY at NAVI MUMBAI for five years. The activities at SIES SOP were on the same lines as that of IIP CHENNAI.

TRAINING PROGRAMME FEE :

Rs. 3500/-per participant + 18% GST.

GSTIN : 33AFKPG7543M1Z5 SAC CODE : 999293 (Commercial Training and Coaching Services)

It Covers course Material, grand buffet Non veg. Lunch & refreshment

Cheque / DD drawn in favour of “Maxwell Centre for Industrial Training and Development”.

Date and Time:
22nd November 2018
Thursday
9 am - 5 pm



Venue:
JP Hotel Chennai
Jawaharlal Nehru Rd, Koyambedu
Porur, Chennai-600 107.

For registration contact:

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New no.12, Old no. 35, V.P. Akilan Street, M.G.R. Nagar, Chennai-78.

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