The role of insurance features during health care product packages of the Corona pandemic

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Abstract:

The World is going through a period of natural and biological disasters, which requires movement to face these pandemics. The emergence of the Corona virus at the beginning of 2020 AD has caused confusion in the world with the urgent needs of health care products for the current consumption imposed by the emergence of the virus. The urgent need and the increasing of products have been exploited by consumers that make who have weak souls and who are falsifying products, the role of security features of products to protect them from counterfeiting and to ensure consumer safety and must be developed features The consumer can identify the genuine or fake.

Steps of the study:

 Problem of research:

The problem is related to the absence of the role of the package in securing the product or the presence of some health care products to counter the Corona epidemic that is not usable; it does not perform the purpose of protection from the virus.

Aim of research:

The aim is to provide security solutions to package the health care products needed to counter the Corona virus.

Importance of research:

The importance of this research comes through emphasizing the trust between the consumer and the product through a bilateral relationship that includes protecting the consumer from counterfeit health products.

Research Limits:

Spatial limits: market of products and companies and bodies specialized in packaging in the Egyptian market.

Time Limits: The period of the epidemic spread beginning in 2020, till now.

Thematic limits: production for packaging materials, and health-care products related to coronavirus.

Key words:

Corona Virus (covid -19) - security features for packages - health care products (medical masks - alcohol - disinfectants and hand cleaners) - public security features - hidden security features