

The role of tamper-evident packaging labels in adding value for folding carton packages printed using the litho offset locally

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Abstract:

Some carton products need more care and attention to their packaging, as product packaging aims to protect the product from any external conditions and even from tampering with the internal components of the product, which may lead to spoiling or tampering with it, as any tampering in the packaging may lead to changes in the content such as medicine, food and cosmetics packages And health care. Tamper-detection packages are shown through the research if there are any protective tapes or covers that have been broken.

There are many anti-counterfeiting techniques available, ranging from simple to sophisticated and complex techniques that need tools to detect due to the spread of counterfeit products circulation in the Egyptian market. .

Therefore, it was necessary to expose to some of these techniques that enable to verify the authenticity of the product and work to resist tampering and tampering in the folded carton packaging packages in order to protect the consumer. Through tamper-detecting insurance labels, the results indicated that: Using the tamper-resistant label correctly and compatible with the packaging leads to maintaining the aesthetic shape of the package and adding value, protecting the consumer from fraud and informing the consumer of any attempt to tamper with the package or its contents

Keywords:

Added Value ; folded carton; Tamper evident Packaging

Research problem

The packaging sector faces deficiencies in the use of tamper-resistant packaging labels to reduce the occurrence of tampering with the contents of the packaging and the re-packing of original product packages after use and sale again in order to provide protection and safety for original products against tampering and counterfeiting.

So the research problem can be summarized in:

Deficiency in the use of tamper-resistant packaging labels to reduce the occurrence of tampering with the contents of the packaging and the re-packing of original product packages after using and selling them again.

Research Importance:

The importance of this research comes in reducing manipulation and tampering with the contents of carton packages and achieving added value for folded carton packages printed by the litho-offset method locally.

Search goal:

Achieving added value for folded cardboard packages printed by the litho-offset method in Egypt to provide protection and safety for original products against tampering and counterfeiting.

search terms:

Added value - folded carton - tamper resistant packaging - tamper resistant stickers.

Research Methodology:

This research is based on the use of the descriptive method and the experimental method, where a practical experiment was conducted on a packaging package of folded cartons printed by the litho-offset method, with the addition of a sample of tamper-resistant stickers on the packaging to reach the desired results of the research.

Results:

- 1 - Using the tamper-resistant label correctly and compatible with the packaging leads to preserving the aesthetic appearance of the package and adding value.
- 2 - The tamper-evident label works to protect the contents of the package, thus preserving the product from loss and forgery, and refilling the package with another counterfeit product.
- 3 - The tamper-evident sticker protects the consumer from fraud and informs the consumer of any attempt to tamper with the package or its contents.
- 4 - Integration and inclusion of insurance features as a basic pillar in the packaging design of the folded cardboard material, which leads to the difficulty of counterfeiting the product.

Recommendations:

- 1 - The need to use the appropriate insurance elements with each product, as there are different insurance categories to keep the product from tampering, including simple and complex ones. These elements must be studied well in order to reach the optimal solution with each type of packaging and product.
- 2- The insurance aspect must preserve the design aesthetics of the packaging and not negatively affect it, but rather add its values.
- 3 - The necessity of searching for what achieves customer satisfaction and leads to raising the quality of the packages and providing ways of safety and security for the product and the package.
- 4- Spreading awareness among consumers to distinguish between original and counterfeit products.

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