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YOUTH
EMPOWERMENT
PROJECT

Tekirfi
MAKE IT IN THE GAMBIA

PACKAGING GUIDE SUMMARY

FOR SMEs & START-UP BUSINESSES

www.yep.gm

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Why Packaging?

Product packaging plays a more important role in consumer decisions than you might think. Some would argue that the packaging is as important as the product itself because it is a crucial marketing and

communication tool for your business. Start thinking about your brand packaging and consider it.

Packaging usually carries information about the product, the company taking

responsibility for it and instructions for handling or use. It may bear a logo indicating what material it is made from, a symbol or statement about recycling and the anti-littering symbol.

Packaging Levels

The Different levels of packaging, the different functions of packaging:



Do I need Primary packaging? Yes, if you want to provide a wrapping or a container for the product that the consumer takes home, if you want to increase the shelf-life of your product or want to keep the product in good condition.



Do I need secondary packaging? Yes, if you want to group, store, protect your primary packaging or if you want to reduce handling time and cost.



Do I need Tertiary packaging? Yes, if you want to transport primary and/or secondary packaging, such as pallets and stretch wrap, which is used in transporting products to the depot or distribution centre.

Packaging Functions

Why do I need packaging? What can packaging perform for my product? how can packaging help me in my business? Is packaging useful for my product.

The Packaging Functions		
Would packaging be able to contain my product? Yes <input type="checkbox"/> No <input type="checkbox"/>		
1	To contain the product	<ul style="list-style-type: none"> • Contain a defined quantity of product (by volume, weight, or count) • Keep the pack size to a minimum to avoid transporting air, to save cost and to optimize package strength
Will packaging protect my products? Yes <input type="checkbox"/> No <input type="checkbox"/>		
2	To protect the product	<ul style="list-style-type: none"> • To keep the product in perfect condition until it reaches the intended destination or end user • Avoid spoilage, breakage, moisture, damage, contamination, pilferage and theft
Does my packaging enable product handling? Yes <input type="checkbox"/> No <input type="checkbox"/>		
3	To facilitate handling and distribution	<ul style="list-style-type: none"> • Minimize handling, storage and transportation costs • Satisfy handling requirements related to safety, recycling and disposal
Do I need packaging to position my brand? Yes <input type="checkbox"/> No <input type="checkbox"/>		
4	To position the product and promote sales	<ul style="list-style-type: none"> • Structural and graphic design of package optimised to attract and help sell the package • Make the brand name of the product centrally position
Is packaging important for your customers? Yes <input type="checkbox"/> No <input type="checkbox"/>		
5	To inform customers	<ul style="list-style-type: none"> • Packages carry information about product (e.g. what it is; ingredients) mandatory regulatory information i.e. sell by date, name of manufacturer, nutritional values etc. • Packaging is a silent seller who represents the company

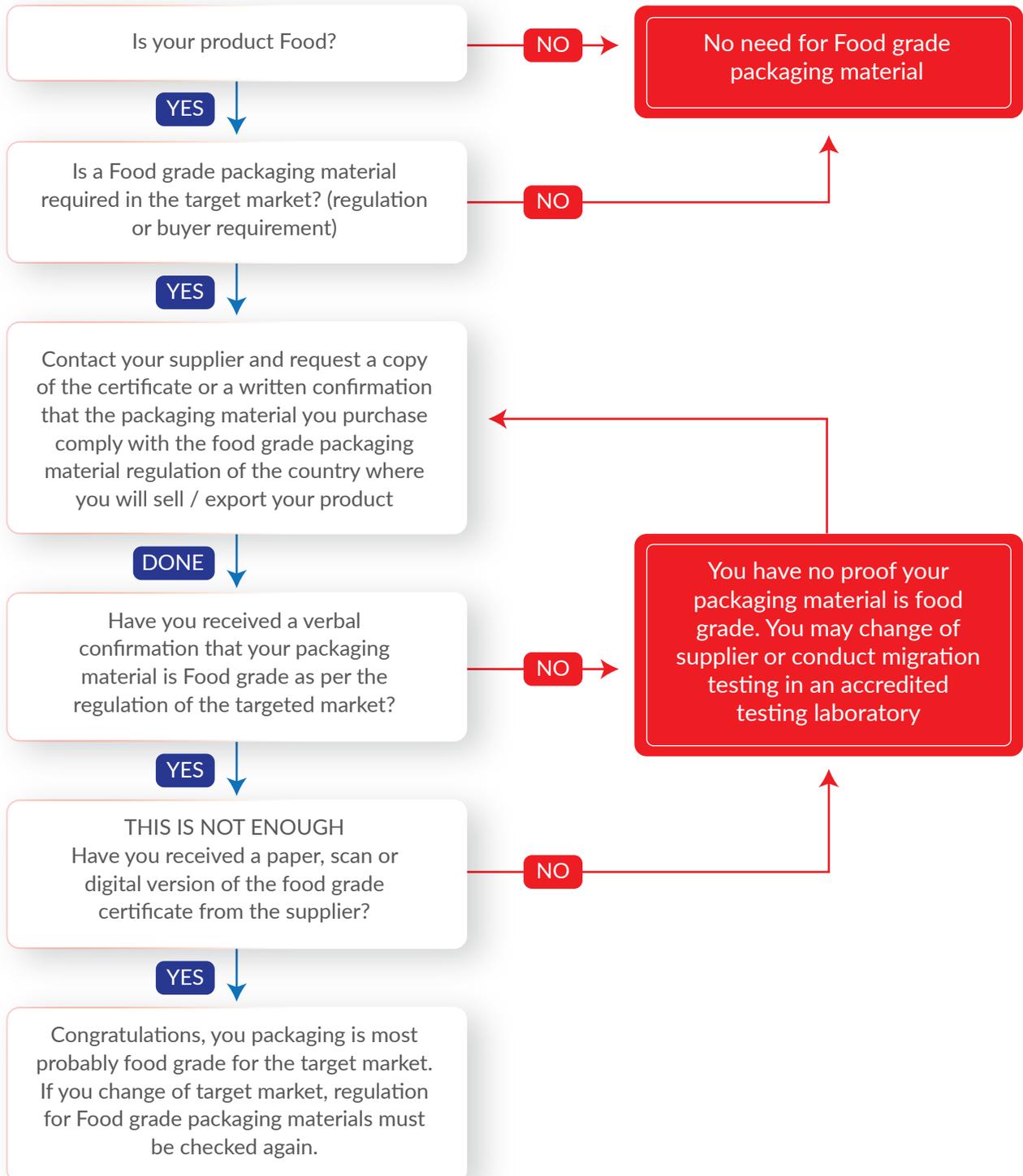
Packaging Materials

What do I consider as packaging materials? Which packaging materials is suitable for my product?

Packaging Materials			
	Packaging Materials	Advantages	Disadvantages
1	<p>Glass for primary packaging</p> 	<ul style="list-style-type: none"> • Chemically inert (does not react with food) • Highly transparent recyclable and reusable (Not the cap) • Very nice looking for customers 	<ul style="list-style-type: none"> • Heavy and Breaks easily • Expensive to buy new and to transport • Show defects of products
2	<p>Wood for handcraft products, limits series and for transportation</p> 	<ul style="list-style-type: none"> • Perceived as sustainable and respect for environment by customers • More solid than corrugated boxes or plastic crates • Wide variety of woods and available for multiple applications 	<ul style="list-style-type: none"> • Relatively heavy material (carton, better price/performance ratio) and higher cost for transportation • Use for export: limitation due to regulations and laws
3	<p>Textiles</p> 	<ul style="list-style-type: none"> • Eco-friendly if made with natural fibres only, and reusable • Promote authenticity and roots, thus suitable for handcraft products • Flexible material consisting of a network of natural thread or yarn 	<ul style="list-style-type: none"> • Contamination: Cleaning required to reuse, more specifically for food products • Low level of protection of products • Quality of printing
	<p>Plastics for primary packaging</p> 	<ul style="list-style-type: none"> • Low cost and easy to manufacture • Can be manufactured with recycled raw material 	<ul style="list-style-type: none"> • Not eco-friendly since there is no recycling system in place • Expensive to have its own and unique mold thus container shape • All plastics have different properties (permeability to oxygen, water, transparency, etc.): which one is best?

	Packaging Materials	Advantages	Disadvantages
5	<p>Metals for primary packaging</p> 	<ul style="list-style-type: none"> • Very high strength • Provides an excellent barrier to gases, moisture and light 	<ul style="list-style-type: none"> • It is relatively heavy • It is usually prone to rusting and consequently requires a protective coating
6	<p>Plastic crates for secondary packaging</p> 	<ul style="list-style-type: none"> • Reusable until it breaks • Easy to manufacture • Can be manufactured with recycled raw material • More cost effective than corrugated boxes if reused more than 8 times 	<ul style="list-style-type: none"> • Not eco-friendly at its end of life since there is no recycling system in place • More expensive than corrugated boxes if unique usage • Cannot be repaired if damaged
7	<p>Paper for labels and cartons</p> 	<ul style="list-style-type: none"> • Recyclable and made from renewable natural resources and decompose more easily than plastic • Low cost and easily available in Gambia in all dimensions 	<ul style="list-style-type: none"> • All paper products, unless specially treated, have very poor wet strength and offer little resistance to moisture • Requires printing and die-cutting plates which generate extra-costs when making a modification • Printing quality must be high otherwise the visual effect remains poor
8	<p>Corrugated boxes for storage and transportation</p> 	<ul style="list-style-type: none"> • Eco-friendly: Recyclable and made with over 80% recycled fibres • Despite its lightweight construction, corrugated boxes are relatively strong and suitable for export (good price performance ratio) 	<ul style="list-style-type: none"> • Don't resist well in very dry or high humidity environments • Not suitable for food contact • Must be imported, no manufacturer in The Gambia

Food Grade Materials



Food grade material certificates mainly demonstrate there is a limited migration of particles from your packaging material to your product. Those limits are set at different levels depending on the country and on the type of packaging material.

Look at the regulation of the targeted market to identify the tests to conduct.

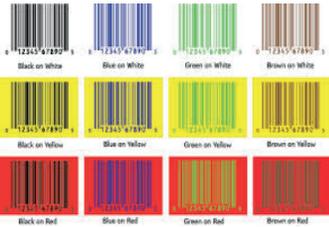
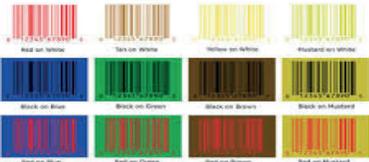
When should I request a new certificate:

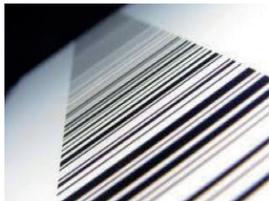
- Change of supplier
- Change of manufacturing site of material
- Change of material
- Change of manufacturing process / machine

Barcoding

Do I need a barcode? What is the normal range and dimension of my barcode? Is quality printing important for my barcode? Have you filled product information on GS1 database? Have you received your access code to GS1 web platform?

The main purpose of barcodes is to carry unique information of the product

Design Consideration in GS1 (Barcodes)	Correct	Wrong
<p>Where should my barcodes be on my product packaging?</p>	<p>Should be on a flat surface</p> 	<p>Too close to edges, seams, folds, hard to find, on curved surface</p> 
<p>Do my barcodes follow the scannable colour combinations proposed by GS1? https://www.barcode.graphics/pc-color-guide/</p>	<p>Scannable colour combinations</p> 	<p>Non-scannable colour combination to be avoid for reading of scanner</p> 

Design Consideration in GS1 (Barcodes)	Correct	Wrong
Do you have a quiet zone around the 4 sides of the barcode?	<p>Both space on sides must be cleared, spots or graphic</p> 	<p>There should be no text or graphics in the quiet zone</p> 
<p>Acceptable dimensions of barcodes for proper scanning https://worldbarcodes.com/barcode-standards/</p>	<p>The size of a barcode should be for 80% Magnification (X-dimension 0.26mm, 25.08mm wide, bar height 18.28, left quiet zone 2.90 and right quiet zone 1.85).</p> 	<p>Reduction in the height of barcodes makes scanning very difficult</p> 

Primary packaging (Unit for sale)



USA/CANADA STANDARD



ALL OTHER COUNTRIES



FOR SMALL DEVICES IN THE PHARMACEUTICAL INDUSTRY



Secondary packaging
FOR BOXES

Packaging Design

What to consider before designing my packaging? The checklist to follow when designing packaging, criteria to select a packaging design, what is involved in planning my packaging system.



Labelling

What do I expect a proper label to have, how should a product label look, when buy products always consider the label to have?



Country of origin



Manufacturer's name and contact address



Product designation, quality, grade, model, size etc.



Composition of the product, including all ingredients, additives etc



Nutritional values, in the case of foodstuffs



Quantity of the product expressed in the units employed for this product



Data on product shelf life, 'use by' date, holding temperature, etc



Manufacturer's guarantee, certification, etc



Additional information, like nutritional labelling, and etc.

Traceability

What a traceability system requires and how can I trace product origin?

- Clear identification of production lots or batches including date, time and process details.
- Clear identification of raw materials and ingredients including manufacturer, specifications, lot/batch numbers and date and time of delivery.
- Details of packaging (specifications, quality records, etc.) especially packaging in direct contact with food and pharmaceuticals.
- Details of all transport, storage and distribution processes.

Product Shelf-life

Shelf-life is set by the manufacturer | processor of the product.



To guarantee the quality of the product IF:

- Package not opened
- Shelf-life respected

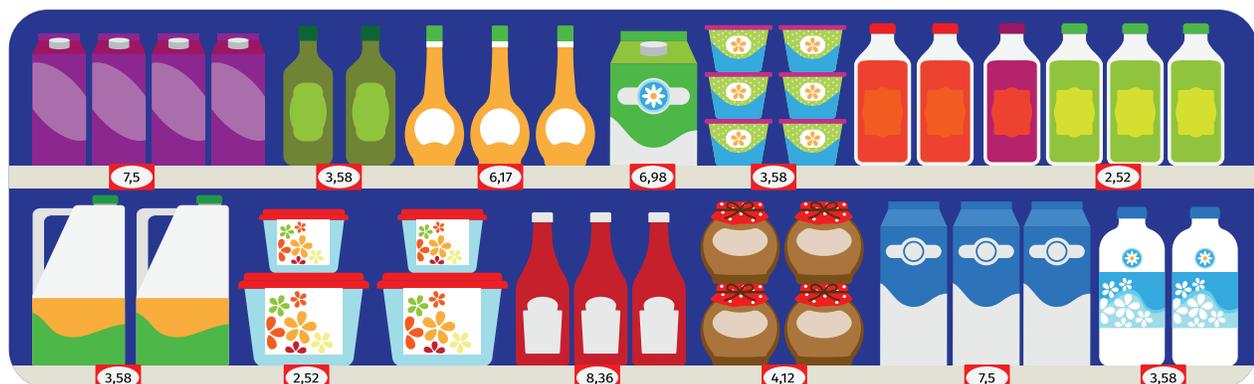
Shelf-life indication is over once the package is opened.

Terminology

End date / expiry date = Limit date to use the product (in a recipe or to eat) for perishable products (microbiology)

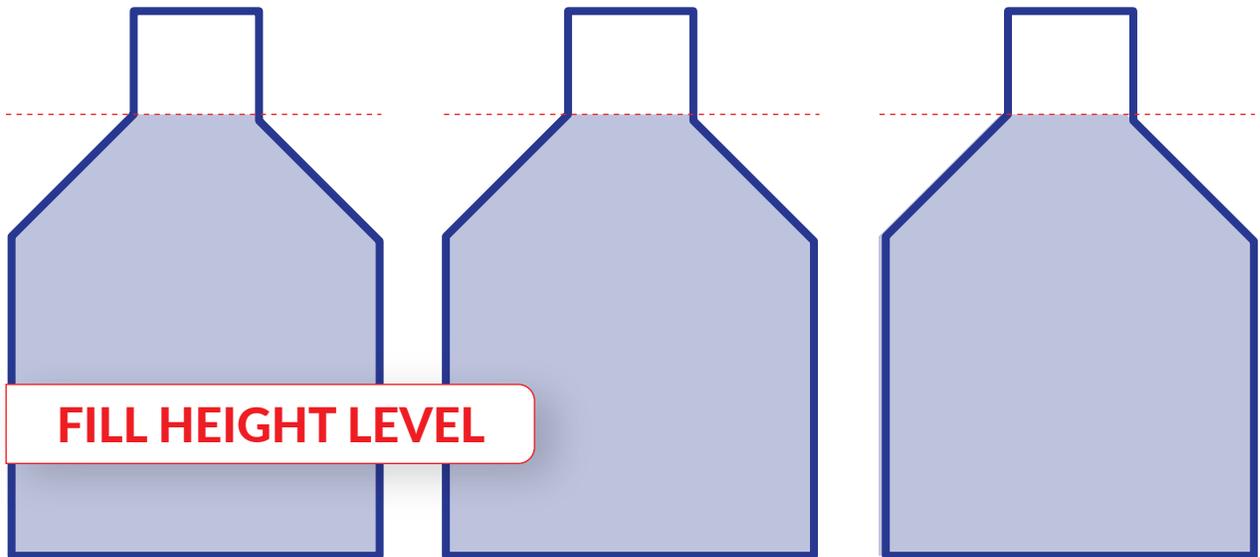


Best before = Optimal Limit date = For product which are stable microbiologically speaking (ex.: biscuits, chips, chocolate)



Filling Levels

What am I to consider when filling my products, how should my container be before filling, which container am I to use for my products to have a constant level?



Constant-level filling of containers
All containers made from same mould should be filled at same height level
The container on right being the heaviest

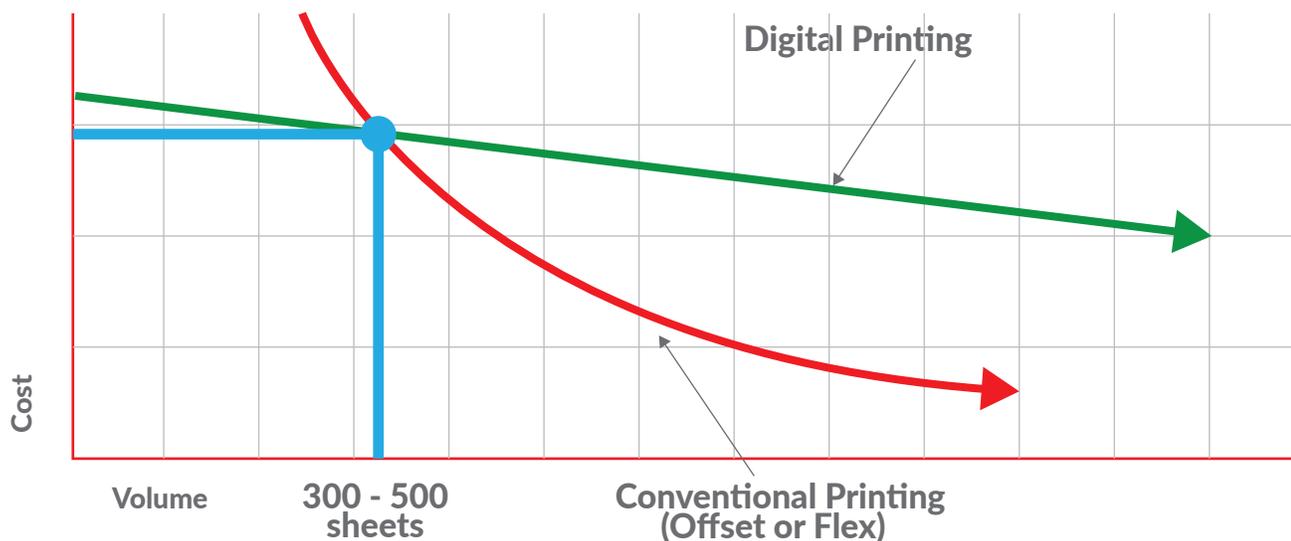
Printing for Packaging

How to select a printing method? What to analyst when printing my packaging, based on what, how, where and when to use printing for my packaging.

Key considerations impacting the selection of technology and the printing price:

- Form, characteristics and surface texture of packaging material to print?
- Availability of technologies local printers?
- Number of colours
- Quantity to print per batch
- Level of printing quality
- Use of metallic ink

Conventional (flexographic & offset) vs. Digital printing: cost analysis



Why and When to Use this Type of Printing Methods

Flexography or Offset printing	Digital printing
<ul style="list-style-type: none"> → Use of metallic ink → Printing of plastic films (paper & carton as well) → Large batch size → Long set-up time on the printing machine but fast production → High consistency of colours → For special effects and coating → Requires one printing plate per colour (cost time and money) 	<ul style="list-style-type: none"> → Prototyping for product testing <ul style="list-style-type: none"> . Design is not finalized & testing is required → Some fields of the label will vary from one label to another <ul style="list-style-type: none"> . If sequential number (lot number or unit number) . No plate to change, done automatically by a software, cheaper solution → Short set-up time required <ul style="list-style-type: none"> . Very short set-up time between 2 orders, shorter cycle time, no printing plates . Very small details to be printed or colour gradient

The image shows a paper mill with various rollers and machinery. A large roll of paper is being processed. The entire scene is overlaid with a semi-transparent red color. In the upper right, there is a white graphic consisting of several concentric, curved lines that resemble a stylized signal or a decorative element. The text 'PACKAGING COMPANIES IN THE GAMBIA' is centered in the lower half of the image in a bold, white, sans-serif font.

PACKAGING COMPANIES IN THE GAMBIA

MANUFACTURERS OF PACKAGING MATERIALS

	Name of Companies	Products	Address
1	Gambia Horticultural Enterprises Ltd (G.H.E)	PET plastic bottles (new bottles) 300ml, 500ml and 1.5ltr	16, Mamadi Manjang Highway, Old Jeshwang, The Gambia. Tel: +220 4394819, Mob: +220 7785088 Email: gamhort@qanet.gm Website: www.gamhort.gm
2	Gampaper Industry Ltd	Paper bags in all kind of sizes and customised bags	Kanifing Industrial Estate, Jimpex Road, Next to Gacem Factory Mob: +220 2221444 +220 3390000 (whatapp) Email: gampaperbags@gmail.com
3	Gamplast Enterprise Ltd	Plastic bags in different sizes Plastic films in rolls including shrinkable films, fish packaging plastic, Bache, etc.	Kanifing Industrial Estate Mob: +220 3987774 (whatapp) +220 9077774 / 7987772 Email: hadimjah@hotmail.com
4	Garmi Enterprise	PET bottles (new bottles) 300ml, 900ml	Kanifing Industrial Estate Mob: +220 2535076 / 9922332
5	Sharab Drinking Company Ltd	PET bottles (new bottles) 330ml, 500ml, 1.5 liters, etc.	Mamadi Manjang Highway, opposite Nyambai Junction, Kanifing Mob: +220 7761313 / 7633464 Email: sharabdrinking@gmail.com

SUPPLIERS OF PACKAGING MATERIALS

	Name of Companies	Products	Address
1	Abacous Group	Cups (plastic, foam cold & hot cup). Cake Boxes, cupcake inserts, condiments pots Foam Takeaway Bowls (compartments, burger boxes). Foam trays for meat/snack, etc. inserts, condiments pots Foam Takeaway Bowls (compartments, burger boxes). Foam trays for meat/snack, etc.	Kanifing Estate Mob: 7954088 (WhatsApp)

2	Annaf Group	PET plastic bottles (new bottles) 300ml, 500ml and 1.5ltr	16, Mamadi Manjang Highway, Old Jeshwang, The Gambia. Tel: +220 4394819, Mob: +220 7785088 Email: gamhort@qanet.gm Website: www.gamhort.gm
3	Gampaper Industry Ltd	Glass jars & covers, paper packaging, plastic bottle, etc. Supplying customize small-medium packaging machines, etc.	WAIS Knowledge campus, Pipeline Mosque Road, Junction of MDI Road, Kanifing Mob: +220 3979975 / 2979975 Email: annafmedia@yahoo.com Website: www.annafmedia.com
4	Yep Packaging Materials	. Paper bags, model (12x16cm, 17x28cm, 26x35x12cm, 37x45x17cm) 2. Stand up pouches' biodegradable dimensions (4.25"6.5"2", 6"9"3.5, "7.5"11"4", 11"14"4") 3. Plastic containers for cosmetics and beauty products. 4. New glass and covers. bottle weights (0.75, 0.43, 0.324, 0.2)	Temporary available at Gambia Horticultural Enterprises 16, Mamadi Manjang Highway, Old Jeshwang, The Gambia. Tel: +220 4394819 Mob: +220 7785088 Email: gamhort@qanet.gm Website: www.gamhort.gm
5	Gambia Horticultural Enterprises Ltd (G.H.E)	Plastic pouches (equivalent to 100gs, 200gs & 500gs for Nuts, dry and powder products), etc.	16, Mamadi Manjang Highway, Old Jeshwang, The Gambia. Tel: +220 4394819, Mob: +220 7785088 Email: gamhort@qanet.gm Website: www.gamhort.gm
6	Sharab Drinking Company Ltd	PET bottles (new bottles) 330ml, 500ml, 1.5 liters, etc.	Mamadi Manjang Highway, opposite Nyambai Junction, Kanifing Mob: +220 7761313 / 7633464 Email: sharabdrinking@gmail.com

GRAPHIC DESIGN AND PRINTING AGENCIES

	Name of Companies	Products	Address
1	Ace advertising	Graphic design, large format printing, label printing and branding, etc.	1Kanifing South, Bakau Garage KMC Mob: 7850785 / 3234465(Whatapp) Email: acegetitright@gmail.com
2	AMJ Business Centre	Graphic design, large format printing, label printing and branding, etc	Westfield, Serrekunda 5 Chernu Jagne Street Tel: +220 4395202 / 7990760 / 3900760 Email: amjbusinesscenter@gmail.com jobeabou@gmail.com
3	Annaf Group	Graphic design, label printing and branding, etc.	WAIS Knowledge campus, Pipeline Mosque Road, Junction of MDI Road, Kanifing Mob: +220 3979975 / 2979975 Email: annafmedia@yahoo.com Website: www.annafmedia.com
4	Dembell Business Corporation (DBC)	Graphic design, large format printing, label printing and branding, screen printing, etc.	Brusubi, AU Highway, Fajara M Section Tel: +220 4410527/9963756 / 3946152 / 7862246 Email: dbcgambia@gmail.com
5	Es printing (Educational Services)	Graphic design, General printing, label printing and Branding, etc.	4 D' Street East, Kuto East Mob: +220 7651460 / 3501041 Email: bojang.junkung@gmail.com Web: www.educationalservice.gm
6	Eras Printers	Graphic design, label printing, general printing, etc	Opposite Serrekunda west mini Stadium, Westfield area. Mob: +220 7531253 / 9938277 +220 6937559 Email: erasprinters2007@yahoo.com

7	Gambia Printing and Publishing Corporation	Graphic design, large format printing, label printing and branding, etc.	Mamadi Manjang Highway, Kanifing Industrial Area. Tel: +220 4395759 / 4381785 / 9965894 Email: mdsecretary.gppc@gmail.com gamprint@gmail.com Web: www.gppc.gm
8	Graphic Giants	Graphic design, logos printing, general printing, etc.	Bakau New Town, Garba Jahumper Road, KSMD Mob: +220 9920371
9	Graphics Plus	Graphic design, label printing, general printing, etc.	Sanchaba Sulay Jobe Kanifing Municipality, KSMD Mob: +220 9938472 / 3938472 Email: tjaankamara@gmail.com
10	Hotink Media	Graphic design and branding, etc	Kairaba Avenue, Serrekunda Mob: +220 3998465 / 6309872 / 7309494 Email: hotmedia@gmail.com Web: www.hotinkmedia.gm
11	Integrated Services Solution	Graphic design and printing, etc.	Dipper-Kunda, New Road Manjai Kunda Mob: +220 3760442 / 7414009 / 3691737
12	Martins Signs and Graphic	Graphics design, large format printing, 3D signature and branding, etc.	Gambisara White House Kairaba Avenue, KSMD. Mob: 9240060 / 7940060 / 6240060 / 3410729 Email: alieumartin@gmail.com
13	M.S Design and printing	Graphic design, label printing, screen printing, offset printing, etc.	Kanifing Institutional Area, Bertil Harding Highway, KSMD Before Paradise Radio. Tel: +220 4399443 Mob: 9957598 / 7957598 / 9832222 Email: msdpgambia@hotmail.com msdpgambia@yahoo.com Web: www.msdesignandprinting.com

14	Payper Solutions	General printing, printer rentals, large printing.	Kairaba Avenue, Pipeline Road, Kanifing Mob: +220 3790055 Email: jsonko@pay.persolutions.com
15	Quality print Enterprise	Graphic design, Label Printing, large format printing and branding, etc.	Bakau / Fajara Tel: +220 4494320 Mob: +220 9961638 / 7761638 Email: qualityenterprise1@yahoo.com
16	R and A Company Ltd (R & A publicity XXI)	Graphic design, general printing, label printing, sign making and branding, etc.	Garba Jahumpa Road, Bakau New Town Mob: +220 7770193 / 7882388 Email: randagm@hotmail.com Website: www.randa.gm
17	S. B. D printing	Graphic design, label printing, offset printing, ribbon printing, plastic bags printing and branding, etc.	Kairaba Avenue, KSMD Tel: +220 4395609 Email: sbd.shirtprinting@yahoo.com
18	Studio 361	Graphic design, large format printing and branding, etc.	10 street East, Kuto, KSMD Mob: +220 4466992, 9218849, 7761414 Email: office@studio.gm Web: www.studio.gm
19	Unique Graphics Digital Print Services	Graphic design, general printing, label printing, customize carton packaging and branding, etc.	A7, Kanifing Estate, Serekunda Tel: +220 4399735 Mob: +220 9920099 / 3569552 Email: jamesrigwell@gmail.com jamesrig@yahoo.com
20	Wakilo Innovations	Graphic design, label printing, ribbon labels printing and branding. (Textile industry)	Latrikunda German, Serekunda West Mob: +220 2233060 / 7169344 Email: wakilo.innovations@gmail.com
21	Zikodev Multimedia	Graphic design, label printing, carton printing and branding, etc.	Bakoteh, Mall of The Gambia, Mob: +220 7233038 / 3166986 Email: zikodev.inc@gmail.com Website: www.zikodev.com

FREELANCE GRAPHIC DESIGNERS

	Name of Companies	Products	Address
1	AB Designs and Printing Services	Graphics design and printing.	Bakoteh Mob: +220 7213891 / 7136177 Email: info.abdps@gmail.com
2	Cubix	Graphic Design	Serekunda Mob: +220 7387164 Email: cubix@mail.com
3	Digitall	Graphic design, printing and branding, etc.	Wellingara, Costal Road. Mob: +220 3677206 / 7048481 Email: digitallgambia@gmail.com Web: www.ditigall.gm
4	Faalen technologies	Graphic design, branding	Sukuta Email: info@faalen.com Web: www.Faalen.com
5	Nfally S.F. Touray	Graphic design, label printing, ribbon labels printing and branding (Textile industry)	Latrikunda German, Serekunda West Mob: +220 2233060 / 7169344 Email: wakilo.innovations@gmail.com
6	SAT Communication	Graphic design and printing, etc.	Kuto South Mob: +220 7653642 Email: info@satcomtechs.com Web: www.satcomtechs.com
7	Sheriff Saihou kanuteh	Graphic design, label printing, ribbon labels printing and branding (Textile industry)	Latrikunda German, Serekunda West Mob: +220 2233060 / 3933663 Email: wakilo.innovations@gmail.com
8	Smart Art	Graphic design, label printing	27 Sahou Ceesay Street, Kanifing South Mob: +220 2919090 / 3919090 Email: smartartpd@gmail.com richardbriggsman@gmail.com
9	Yusgeek	Graphic designer and branding, etc.	Sanchaba Sulay jobe, Sanchaba Mob: 3771969 / 2018012 Email: info@yusgeek.com Web: www.yusgeek.com

10	Yusupha Njie – n9neGrafix	Graphic design, logo design and branding	Fajara M Section Mob: +220 7714995 Email: papis4756@gmail.com
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SUPPLIERS OF PACKAGING MATERIALS

	Name of Companies	Products	Address
1	Annaf Group	Supplier of barcodes for the unit for sale (13 digits)	WAIS Knowledge campus, Pipeline Mosque Road, Junction of MDI Road, Kanifing Mob: +220 3979975 / 2979975 Email: annafmedia@yahoo.com Website: www.annafmedia.com

Useful Links

How can we help my reading more on packaging? How to establish traceability procedures in my products?

http://www.wrap.org.uk/sites/files/wrap/WRAP%20Packaging%20Optimisation%20guide_Mar2015.pdf

<http://giepa.gm/sites/default/files/packaging%20operations.pdf>

<http://giepa.gm/resource-center>

https://en.wikipedia.org/wiki/Packaging_and_labeling

<https://jamandco.com.au/7-step-packaging-design-process/>

<https://www.heritagepaper.net/10-tips-for-improving-your-sustainable-packaging/>

<https://www.packaging-labelling.com/articles/different-types-of-packaging-methods>

<https://worldbarcodes.com/barcode-standards/>

<https://www.barcode.graphics/upc-color-guide/>

CONTACT INFORMATION

This booklet has been prepared at the International Trade Centre (ITC) as part of “The Gambia Youth Empowerment Project (YEP)” financed by the European Union (EU).

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