

## Thinking like a package engineer

Relevant elements of a package design:

- \* Volume
- \* cost of cardboard (SA)
- \* advertising space
- \* usability features - easy to hold - stackable  
- pour spout

### Shape Comparisons

What are the advantages and disadvantages to different package shapes?

Same volume

	Possible Advantages:	Possible Disadvantages:
Rectangular prism	<ul style="list-style-type: none"> <li>* narrower, easier to hold</li> <li>* more ad space</li> <li>* stackable</li> </ul>	<ul style="list-style-type: none"> <li>* uses more cardboard than a cube</li> <li>* Boring??</li> </ul>
Cube	<ul style="list-style-type: none"> <li>* minimizes cardboard, so less money</li> <li>* more stackable</li> </ul>	<ul style="list-style-type: none"> <li>* less ad space</li> <li>* hard to hold &amp; pour</li> </ul>
Cylinder	<ul style="list-style-type: none"> <li>* minimizes SA</li> <li>* unique shape</li> </ul>	<ul style="list-style-type: none"> <li>* less ad space</li> <li>* does not stack as well</li> </ul>
Other shape	unique	larger SA