

**UNIVERSITI TEKNOLOGI MARA**

**PRODUCT SPECIFICATION IN  
FOOD PACKAGING PRODUCTION**

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## **ABSTRACT**

It's about the lack of understanding and communication between the designer and the printing production department in the packaging printing industry. Providing the correct information to the production preparation can reduce material wastage and time taken. This would not only save the organization money and time, but it would also increase client satisfaction and keep to their schedule. The methodology used for this study is qualitative and uses primary data to collect all the necessary data from the respondent via interview sessions and case studies. The transition packaging, design and development and minimising wastage is the finding for this research. The proposed tool was then integrated into technological packaging to minimize the product by utilizing the same packaging to reduce waste during production. Different case studies were carried out to validate and triangulate the assessment tools presented, demonstrating how the proposed technique helps with decision-making assistance for technical packaging and product design. The main contribution of this research is to have better communication and understanding between the prepress and press department for they to speak the same language. Solving the real industries issue that they faced every day, also can bring benefit towards the customer.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of Study

For the leading printing industry, packaging development is important accuracy and source for each packaging. This department keeps all the information and details for every job to create new packaging concepts while fulfilling the innovative and sustainable objectives of the organization. The preparation and approval of packaging standards for all new items and concepts that fulfil all customer packaging protection, regulatory and quality specifications agreements. The new product which will go through the packaging development cycle and is permitted to go into the next until it confirms (Davis, Chelliah, & Minter, 2014). Depending on the type of project and product or process to be created, a particular direction of innovation is followed.

In 2021, we come close to the delivery of a successful COVID19 vaccine with an air of hesitant hope. We are all eager to place behind us the challenges we face this year – but we must not lose what we learned in 2020, since consumer behaviours have changed and are not returning to 'standards' before COVID. Most brands of consumer products packaged were good in 2020, as customers spent more time cooking and researching new food options. Looking at next year, the sector continues to be affected by various pandemic rapid packaging developments. Possible alterations will arise at the same time. Some of these new trends are weak signals from the future, while others are well-established industry drivers (Lacroix, 2020).

While COVID-19 is unlikely to put a halt to this in the long run, there may be some impact on the speed of change in the short term with packaging industry. However, packaging sectors around the world benefit the pandemic from the Coronavirus more significantly than other industries (Katie, 2020). Malaysia's packaging industry has experienced rapid growth in recent years. For the years 2019 through 2024, an annual growth rate of 3.8 percent is expected (Data, 2021). Today's, the packaging is one of the needs in our daily life such as food, medicine, cosmetic, etc. that we are using it almost every day and in everything. Innovation advancements in packaging make them today more suitable for user friendly. For each product type, variation in food composition and product structure in fresh and refined foods needs