

Packaging Materials Chooser Chart

The basic materials most often used in packaging design are paper, card, plastics, metal and glass. The materials you decide to use will affect the design of the packaging.

Material	Advantages	Disadvantages	Suggested material for dummy	Types of package
Paper and card	low density	easily affected by water	paper or card	cereals, washing powders
Thermoplastics	low density waterproof	easily affected by heat	two part vacuum-form moulding	soft drinks, toiletries
Metal	strong stiff waterproof	expensive high density	existing metal cans	soft drinks, tinned food
Glass	transparent waterproof	expensive shatters easily high density	existing bottles	upmarket drinks, coffees