



BRANDING & PACKAGING

MANAJEMEN PENATAAN PRODUK 2020

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A **brand** consists of the identifying trademarks of a product or company and all the meanings invested in those trademarks by their stakeholders. A brand is a product of communication and, increasingly, the relevant communication comes from customers and critics as well as from marketers

Keys to Sustainable Branding

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- Understand your brand
- Understand your consumers
- Integrate CSR.
- Innovate.
- Motivate
- Collaborate
- Communicate
- Measure, monitor and report

A sustainable brand can only exist as an honest representation of sustainable products and practices. There remains one important aspect of the product mix that we haven't yet covered: Packaging. Packaging is a major part of a customer's experience with a product

- Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
- Meets market criteria for performance and cost;
- Is sourced, manufactured, transported, and recycled using renewable energy;
- Maximizes the use of renewable or recycled source materials;
- Is manufactured using clean production technologies and best practices;
- Is made from materials healthy in all probable end-of-life scenarios;
- Is physically designed to optimize materials and energy;
- Is effectively recovered and utilized in biological and/or industrial cradle-to-cradle cycles.

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

Thank You!

Any Questions?