



Actual orientations concerning the package like wares protection, preservation and promotion factor

POP Cecilia - Universitatea "Petre Andrei" Iasi

In the origin its practice, bagging had the role only for ware's protection. But in the long run, after 1960 year, begun to appear luxurious packages, while in 70 years in the economic development countries, was even often practiced an over-packing of some cosmetics' products and drinks etc.