

## Product Tampering and Packaging

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You were shopping one day and noticed that a lot of products have an excessive amount of packaging, making it difficult to open the product. This was found to be the case particularly for over-the-counter (OTC) medications. The package of headache medication that you purchased had a plastic seal on the box, which had to be broken to open the box; a strip of plastic encircling the cap of the enclosed bottle, that had to be removed; and a child-proof cap that required a significant amount of downward pressure in order to remove the cap by turning. You considered that all of this packaging was provided to make the product tamper proof. But why would companies go to all this bother?

**Focus:** Secondary research, first generation packaging (i.e., for protection of product) versus second generation packaging (for communication of information, image, etc.).

### Questions

1. What event in the past led to the provision of tamper-proof packaging?
2. When and where did the first recorded event occur?
3. What happened during this first recorded event?
4. Specifically, how did companies respond to this event in terms of product and package design? Provide specific examples.

When you carry out your secondary research to find the answers to these questions, use only published research sources, such as newspapers, magazines, and journals: Do not use general Internet sources (e.g., someone's personal website). The Internet can be used to find authorized sources, but it may be best to start with library databases. You must provide full documentation for your sources [i.e., source of article (e.g., name of newspaper), title of article, author, date of publication, page reference].

For all questions, use the appropriate theories and concepts, when necessary. Do not just present case facts.