



## The Role of Packaging in Transport and Logistics



Packaging has a significant impact on the efficiency of transport and the logistical system. Other activities like distribution, manufacturing, storage, and handling all happen to have packaging dependent costs that [transport and logistics companies](#) seem to continuously overlook.

### Roles of Packaging

The reason why packaging exists is to properly protect a product through the transport, storage, and handling part of the product's shelf life. Packaging was created to essentially prevent an entire product from going to waste after being created. This goes for nearly anything that needs to be shipped from a far distance by **transportation companies in NJ** to places all over the world. Not including packaging throughout the transportation process would increase the environmental, and economic loss greatly.

Packaging goods will guarantee that there are health and safety standards in place so all consumers can feel secure they're buying something reliable. Not only that, but good packaging is a simple way to gain more customers. If you think about it, the packaging carries very important information about that product.

It can also act as a marketing tool. Nine times out of ten, most people will pick the more attractive packaging of a product over one that isn't as nice. The packaging can show different sizes more effectively than no packaging at all.

**Business Address: 279 Norseman St, Etobicoke, ON M8Z 2R5**

**Phone No. – [416-233-0200](tel:416-233-0200) Site - [www.mgainternational.com](http://www.mgainternational.com) Email ID [info@mgainternational.com](mailto:info@mgainternational.com)**

## How Packaging Reduces Food Waste

**Logistics companies in NJ** have discovered how well packaging reduces food waste. Production accounts for over half of a food's life cycle. Next comes packaging, which is needed for a solid 5% of a food product's life. In most developing countries like the United States and Canada, nearly half of the food is wasted before it even gets to the consumer's table. This has to do with poor packaging that leads to the product spoiling before it even reaches the store.

Not only is food wasted beforehand, but it can still be wasted during the home storage process as well. Nearly 20% of a food's life is spent in the home waiting to be eaten. If the product is already bought beginning to spoil, the food will be thrown away faster at home. This accounts for even more unnecessary food waste on top of consumer's having to spend money on a product that didn't last. Proper packaging can easily produce a longer shelf life of food, so you won't need to worry about food going bad before you think it might.

Transport and logistics companies like MGA International are taking more strides to learn about the steps they can take to better the logistics and transportation side of their business. By doing this, more and more companies will learn how they can help improve food's shelf life dramatically.

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