



**THOMAS HINE**

*Author of POPULUXE*

# **THE TOTAL PACKAGE**

The Evolution and Secret Meanings of  
Boxes, Bottles, Cans, and Tubes



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*The Evolution and  
Secret Meanings of  
Boxes, Bottles, Cans, and Tubes*

THOMAS HINE



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## *Foreword*

*W*hen you write a book about packaging, you can't simply rely on interviews and library research. You have to go to where all those boxes, bottles, cans, tubes, pouches, bags, and hanging plastic clamshells dwell. You have to go to the store.

In the interest of research, it was off to my local Super Fresh and Acme supermarkets, to the Rite-Aid pharmacy, Sam's Club, Computer City, Home Depot, and Tower Records and many other specialty shops and superstores.

I tried to remain detached. I took note, for example, of new, less wasteful, and more convenient ways of packaging drain cleaners, painkillers, and cranberry juice. I studied the colors and typography that define the new, upscale private grocery brands. At the warehouse club, I marveled at the tire display and read computer cartons that offer enough information and promise to tempt shoppers to place a thousand-dollar item into the shopping cart. I watched record store clerks rip compact discs out of their long plastic and cardboard boxes, so that music buyers wouldn't feel guilty about overpackaging.

But these research expeditions had a way of degenerating into acquisition. It would start with staple items. "I need that," I

would think, grabbing a box of crackers or a few bottles of seltzer. Then after pondering the label and jar design of a new brand of spaghetti sauce, I'd find myself thinking it looked pretty good and putting a jar or two into the cart. I knew that what I was buying was mostly graphic design. Nevertheless, I granted it the ultimate critical accolade: I bought it. The same thing happened with cleansers and CDs. Now the book is done, and my house is filled with home-style pasta sauce, caustic chemicals, and the sound of music.

I hasten to add that in only a few cases did I purchase the object because I wanted to have the package. In nearly every case, my buying came the normal way — I desired the product. I know that in nearly every case, the packaging is what convinced me to buy. I even know how it did so. Despite my awareness, I was no less susceptible.

This ability of packaging to bypass the intellect and induce a consuming forgetfulness is what makes it so effective. Although packaging pervades daily life and is found in every nook and cranny of the home and workplace, it flies beneath nearly everyone's analytic radar. It only comes to the fore when there's a problem. People think about packaging when they have trouble getting it open, or when it's empty and it contributes to litter or overflowing landfills. But when packaging is working well, people rarely think about it apart from the product it contains.

Packages understand people much better than people understand packages. *The Total Package* is about how modern packaging developed and how it works now. It considers packaging not primarily as an industry or a cluster of technologies but as an important and often unacknowledged part of modern life. Its premise is that people's relationships with packages are a good deal more complex than they realize.

It is not an apology for or a condemnation of packaging, both of which would be irrelevant. Contemporary civilization could not get rid of packaging any more than the chicken could get rid of the egg.

Packaging is part of who we are. It is sometimes wasteful, sometimes misleading. But it is also clever, inventive, colorful, and full of life. And packaging is indispensable. It allows food to be

distributed more widely and more efficiently. It helps make consumption predictable and has thus been essential to the development of many industries. Millions of people work in jobs that packaging helps make possible (and many of them probably think that packaging is useless).

People's relationships with packages are intimate and emotional. Packaging mirrors its expected customers, and thus it provides an unfamiliar and provocative perspective about who we are and what we want. What follows should make you more aware of the pervasiveness and power of packages; though if my experience is any guide, it won't make you resistant to their allure.

Ready?

Let's go shopping.

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# 1 *What's in a package*

When you put yourself behind a shopping cart, the world changes. You become an active consumer, and you are moving through environments — the supermarket, the discount store, the warehouse club, the home center — that have been made for you.

During the thirty minutes you spend on an average trip to the supermarket, about thirty thousand different products vie to win your attention and ultimately to make you believe in their promise. When the door opens, automatically, before you, you enter an arena where your emotions and your appetites are in play, and a walk down the aisle is an exercise in self-definition. Are you a good parent, a good provider? Do you have time to do all you think you should, and would you be interested in a shortcut? Are you worried about your health and that of those you love? Do you care about the environment? Do you appreciate the finer things in life? Is your life what you would like it to be? Are you enjoying what you've accomplished? Wouldn't you really like something chocolate?

Few experiences in contemporary life offer the visual intensity of a Safeway, a Krogers, a Pathmark, or a Piggly Wiggly. No marketplace in the world — not Marrakesh or Calcutta or Hong Kong — offers so many different goods with such focused salesman-



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ship as your neighborhood supermarket, where you're exposed to a thousand different products a minute. No wonder it's tiring to shop.

There are, however, some major differences between the supermarket and a traditional marketplace. The cacophony of a traditional market has given way to programmed, innocuous music, punctuated by enthusiastically intoned commercials. A stroll through a traditional market offers an array of sensuous aromas; if you are conscious of smelling something in a supermarket, there is a problem. The life and death matter of eating, expressed in traditional markets by the sale of vegetables with stems and roots and by hanging animal carcasses, is purged from the supermarket, where food is processed somewhere else, or at least trimmed out of sight.

But the most fundamental difference between a traditional market and the places through which you push your cart is that in a modern retail setting nearly all the selling is done without people. The product is totally dissociated from the personality of any particular person selling it — with the possible exception of those who appear in its advertising. The supermarket purges sociability, which slows down sales. It allows manufacturers to control the way they present their products to the world. It replaces people with packages.

Packages are an inescapable part of modern life. They are omnipresent and invisible, deplored and ignored. During most of your waking moments, there are one or more packages within your field of vision. Packages are so ubiquitous that they slip beneath conscious notice, though many packages are designed so that people will respond to them even if they're not paying attention.

Once you begin pushing the shopping cart, it matters little whether you are in a supermarket, a discount store, or a warehouse club. The important thing is that you are among packages: expressive packages intended to engage your emotions, ingenious packages that make a product useful, informative packages that help you understand what you want and what you're getting. Historically, packages are what made self-service retailing possible, and in turn such stores increased the number and variety of items people buy. Now a world without packages is unimaginable.

Packages lead multiple lives. They preserve and protect, allowing people to make use of things that were produced far away, or a while ago. And they are potently expressive. They assure that an item arrives unspoiled, and they help those who use the item feel good about it.

We share our homes with hundreds of packages, mostly in the bathroom and kitchen, the most intimate, body-centered rooms of the house. Some packages — a perfume flacon, a ketchup bottle, a candy wrapper, a beer can — serve as permanent landmarks in people's lives that outlast homes, careers, or spouses. But packages embody change, not just in their age-old promise that their contents are new and improved, but in their attempt to respond to changing tastes and achieve new standards of convenience. Packages record changing hairstyles and changing lifestyles. Even social policy issues are reflected. Nearly unopenable tamperproof seals and other forms of closures testify to the fragility of the social contract, and the susceptibility of the great mass of people to the destructive acts of a very few. It was a mark of rising environmental consciousness when containers recently began to make a novel promise: "less packaging."

For manufacturers, packaging is the crucial final payoff to a marketing campaign. Sophisticated packaging is one of the chief ways people find the confidence to buy. It can also give a powerful image to products and commodities that are in themselves characterless. In many cases, the shopper has been prepared for the shopping experience by lush, colorful print advertisements, thirty-second television minidramas, radio jingles, and coupon promotions. But the package makes the final sales pitch, seals the commitment, and gets itself placed in the shopping cart. Advertising leads consumers into temptation. Packaging *is* the temptation. In many cases it is what makes the product possible.

But the package is also useful to the shopper. It is a tool for simplifying and speeding decisions. Packages promise, and usually deliver, predictability. One reason you don't think about packages is

that you don't need to. The candy bar, the aspirin, the baking powder, or the beer in the old familiar package may, at times, be touted as new and improved, but it will rarely be very different.

You put the package into your cart, or not, usually without really having focused on the particular product or its many alternatives. But sometimes you do examine the package. You read the label carefully, looking at what the product promises, what it contains, what it warns. You might even look at the package itself and judge whether it will, for example, reseal to keep a product fresh. You might consider how a cosmetic container will look on your dressing table, or you might think about whether someone might have tampered with it or whether it can be easily recycled. The possibility of such scrutiny is one of the things that make each detail of the package so important.

The environment through which you push your shopping cart is extraordinary because of the amount of attention that has been paid to the packages that line the shelves. Most contemporary environments are landscapes of inattention. In housing developments, malls, highways, office buildings, even furniture, design ideas are few and spread very thin. At the supermarket, each box and jar, stand-up pouch and squeeze bottle, each can and bag and tube and spray has been very carefully considered. Designers have worked and reworked the design on their computers and tested mock-ups on the store shelves. Refinements are measured in millimeters.

All sorts of retail establishments have been redefined by packaging. Drugs and cosmetics were among the earliest packaged products, and most drugstores now resemble small supermarkets. Liquor makers use packaging to add a veneer of style to the intrinsic allure of intoxication, and some sell their bottle rather than the drink. It is no accident that vodka, the most characterless of spirits, has the highest-profile packages. The local gas station sells sandwiches and soft drinks rather than tires and motor oil, and in turn, automotive products have been attractively repackaged for sales at supermarkets, warehouse clubs, and home centers.

With its thousands of images and messages, the supermarket is as visually dense, if not as beautiful, as a Gothic cathedral. It is as complex and as predatory as a tropical rain forest. It is more than

a person can possibly take in during an ordinary half-hour shopping trip. No wonder a significant percentage of people who need to wear eyeglasses don't wear them when they're shopping, and some researchers have spoken of the trancelike state that pushing a cart through this environment induces. The paradox here is that the visual intensity that overwhelms shoppers is precisely the thing that makes the design of packages so crucial. Just because you're not looking at a package doesn't mean you don't see it. Most of the time, you see far more than a container and a label. You see a personality, an attitude toward life, perhaps even a set of beliefs.

The shopper's encounter with the product on the shelf is, however, only the beginning of the emotional life cycle of the package. The package is very important in the moment when the shopper recognizes it either as an old friend or a new temptation. Once the product is brought home, the package seems to disappear, as the quality or usefulness of the product it contains becomes paramount. But in fact, many packages are still selling even at home, enticing those who have bought them to take them out of the cupboard, the closet, or the refrigerator and consume their contents. Then once the product has been used up, and the package is empty, it becomes suddenly visible once more. This time, though, it is trash that must be discarded or recycled. This instant of disposal is the time when people are most aware of packages. It is a negative moment, like the end of a love affair, and what's left seems to be a horrid waste.

The forces driving package design are not primarily aesthetic. Market researchers have conducted surveys of consumer wants and needs, and consultants have studied photographs of families' kitchen cupboards and medicine chests to get a sense of how products are used. Test subjects have been tied into pieces of heavy apparatus that measure their eye movement, their blood pressure or body temperature, when subjected to different packages. Psychologists get people to talk about the packages in order to get a sense of their innermost feelings about what they want. Government regulators and private health and safety advocates worry over package design and try to make it truthful. Stock-market analysts worry about

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how companies are managing their “brand equity,” that combination of perceived value and consumer loyalty that is expressed in advertising but embodied in packaging. The retailer is paying attention to the packages in order to weed out the ones that don’t sell or aren’t sufficiently profitable. The use of supermarket scanners generates information on the profitability of every cubic inch of the store. Space on the supermarket shelf is some of the most valuable real estate in the world, and there are always plenty of new packaged products vying for display.

Packaging performs a series of disparate tasks. It protects its contents from contamination and spoilage. It makes it easier to transport and store goods. It provides uniform measuring of contents. By allowing brands to be created and standardized, it makes advertising meaningful and large-scale distribution possible. Special kinds of packages, with dispensing caps, sprays, and other convenience features, make products more usable. Packages serve as symbols both of their contents and of a way of life. And just as they can very powerfully communicate the satisfaction a product offers, they are equally potent symbols of wastefulness once the product is gone.

Most people use dozens of packages each day and discard hundreds of them each year. The growth of mandatory recycling programs has made people increasingly aware of packages, which account in the United States for about forty-three million tons, or just under 30 percent of all refuse discarded. While forty-three million tons of stuff is hardly insignificant, repeated surveys have shown that the public perceives that far more than 30 percent — indeed, nearly all — their garbage consists of packaging. This perception creates a political problem for the packaging industry, but it also demonstrates the power of packaging. It is symbolic. It creates an emotional relationship. Bones and wasted food (13 million tons), grass clippings and yard waste (thirty-one million tons), or even magazines and newspapers (fourteen million tons) do not feel as wasteful as empty vessels that once contained so much promise.

Packaging is a cultural phenomenon, which means that it works differently in different cultures. The United States has been a

good market for packages since it was first settled and has been an important innovator of packaging technology and culture. Moreover, American packaging is part of an international culture of modernity and consumption. At its deepest level, the culture of American packaging deals with the issue of surviving among strangers in a new world. This is an emotion with which anyone who has been touched by modernity can identify. In lives buffeted by change, people seek the safety and reassurance that packaged products offer. American packaging, which has always sought to appeal to large numbers of diverse people, travels better than that of most other cultures.

But the similar appearance of supermarkets throughout the world should not be interpreted as the evidence of a single, global consumer culture. In fact, most companies that do business internationally redesign their packages for each market. This is done partly to satisfy local regulations and adapt to available products and technologies. But the principal reason is that people in different places have different expectations and make different uses of packaging.

The United States and Japan, the world's two leading industrial powers, have almost opposite approaches to packaging. Japan's is far more elaborate than America's, and it is shaped by rituals of respect and centuries-old traditions of wrapping and presentation. Packaging is explicitly recognized as an expression of culture in Japan and largely ignored in America. Japanese packaging is designed to be appreciated; American packaging is calculated to be unthinkingly accepted.

Foods that only Japanese eat — even relatively humble ones like refrigerated prepared fish cakes — have wrappings that resemble handmade paper or leaves. Even modestly priced refrigerated fish cakes have beautiful wrappings in which traditional design accommodates a scannable bar code. Such products look Japanese and are unambiguously intended to do so. Products that are foreign, such as coffee, look foreign, even to the point of having only Roman lettering and no Japanese lettering on the can. American and European companies are sometimes able to sell their packages in Japan virtually unchanged, because their foreignness is part of their selling power. But Japanese exporters hire designers in each country to repackage their products. Americans — whose culture is defined

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not by refinements and distinctions but by inclusiveness — want to think about the product itself, not its cultural origins.

We speak glibly about global villages and international markets, but problems with packages reveal some unexpected cultural boundaries. Why are Canadians willing to drink milk out of flexible plastic pouches that fit into reusable plastic holders, while residents of the United States are believed to be so resistant to the idea that they have not even been given the opportunity to do so? Why do Japanese consumers prefer packages that contain two tennis balls and view the standard U.S. pack of three to be cheap and undesirable? Why do Germans insist on highly detailed technical specifications on packages of videotape, while Americans don't? Why do Swedes think that blue is masculine, while the Dutch see the color as feminine? The answers lie in unquestioned habits and deep-seated imagery, a culture of containing, adorning, and understanding that no sharp marketer can change overnight.

There is probably no other field in which designs that are almost a century old — Wrigley's gum, Campbell's soup, Hershey's chocolate bar — remain in production only subtly changed and are understood to be extremely valuable corporate assets. Yet the culture of packaging, defined by what people are buying and selling every day, keeps evolving, and the role nostalgia plays is very small.

For example, the tall, glass Heinz ketchup bottle has helped define the American refrigerator skyline for most of the twentieth century (even though it is generally unnecessary to refrigerate ketchup). Moreover, it provides the tables of diners and coffee shops with a vertical accent and a token of hospitality, the same qualities projected by candles and vases of flowers in more upscale eateries. The bottle has remained a fixture of American life, even though it has always been a nuisance to pour the thick ketchup through the little hole. It seemed not to matter that you have to shake and shake the bottle, impotently, until far too much ketchup comes out in one great scarlet plop. Heinz experimented for years with wide-necked jars and other sorts of bottles, but they never caught on.

Then in 1992 a survey of consumers indicated that more

Americans believed that the plastic squeeze bottle is a better package for ketchup than the glass bottle. The survey did not offer any explanations for this change of preference, which has been evolving for many years as older people for whom the tall bottle is an icon became a less important part of the sample. Could it be that the difficulty of using the tall bottle suddenly became evident to those born after 1960? Perhaps the tall bottle holds too little ketchup. There is a clear trend toward buying things in larger containers, in part because lightweight plastics have made them less costly for manufacturers to ship and easier for consumers to use. This has happened even as the number of people in an average American household has been getting smaller. But houses, like packages, have been getting larger. Culture moves in mysterious ways.

The tall ketchup bottle is still preferred by almost half of consumers, so it is not going to disappear anytime soon. And the squeeze bottle does contain visual echoes of the old bottle. It is certainly not a radical departure. In Japan, ketchup and mayonnaise are sold in cellophane-wrapped plastic bladders that would certainly send Americans into severe culture shock. Still, the tall bottle's loss of absolute authority is a significant change. And its ultimate disappearance would represent a larger change in most people's visual environment than would the razing of nearly any landmark building.

But although some package designs are pleasantly evocative of another time, and a few appear to be unchanging icons in a turbulent world, the reason they still exist is because they still work. Inertia has historically played a role in creating commercial icons. Until quite recently, it was time-consuming and expensive to make new printing plates or to vary the shape or material of a container. Now computerized graphics and rapidly developing technology in the package-manufacturing industries make a packaging change easier than in the past, and a lot cheaper to change than advertising, which seems a far more evanescent medium. There is no constituency of curators or preservationists to protect the endangered package. If a gum wrapper manages to survive nearly unchanged for ninety years, it's not because any expert has determined that it is an important cultural expression. Rather, it's because it still helps sell a lot of gum.



So far, we've been discussing packaging in its most literal sense: designed containers that protect and promote products. Such containers have served as the models for larger types of packaging, such as chain restaurants, supermarkets, theme parks, and festival marketplaces.

This limited, but still vast, domain of packaging is what this book is about. Still, it is impossible to ignore a broader conception of packaging that is one of the preoccupations of our time. This concerns the ways in which people construct and present their personalities, the ways in which ideas are presented and diffused, the ways in which political candidates are selected and public policies formulated. We must all worry about packaging ourselves and everything we do, because we believe that nobody has time to really pay attention.

Packaging strives at once to offer excitement and reassurance. It promises something newer and better, but not necessarily different. When we talk about a tourist destination, or even a presidential contender, being packaged, that's not really a metaphor. The same projection of intensified ordinariness, the same combination of titillation and reassurance, are used for laundry detergents, theme parks, and candidates alike.

The imperative to package is unavoidable in a society in which people have been encouraged to see themselves as consumers not merely of toothpaste and automobiles, but of such imponderables as lifestyle, government, and health. The marketplace of ideas is not an agora, where people haggle, posture, clash, and come to terms with one another. Rather, it has become a supermarket, where values, aspirations, dreams, and predictions are presented with great sophistication. The individual can choose to buy them, or leave them on the shelf.

In such a packaged culture, the consumer seems to be king. But people cannot be consumers all the time. If nothing else, they must do something to earn the money that allows them to consume. This, in turn, pressures people to package themselves in order to survive. The early 1990s brought economic recession and shrinking