

MEDICALADVISORS, INC

TECHNICAL NETWORK CONSULTING SERVICE®



PACKAGING PRIMER

A Packaging Primer

Consultant specializing in packaging, ergonomics

Packaging performs three functions: protection, communication, and utility.

Protection involves not only shielding the product from harm but also shielding people from the harm that the product might inflict. Communication involves conveying information, typically through labeling—about product identity and product safety. Utility involves incorporating convenient features, such as easy-opening, easy-to-carry, and easy-to-dispose. Consumer and non-consumer products, alike, are packaged, utilizing the three functions to varying degrees, depending on the industry and its markets.

When packaging fails to perform its functions (or is alleged to have failed), litigation sometimes ensues. Personal injury/product liability is the main category, with unreasonably dangerous product and failure to warn, being common counts in the Complaint. Another category is trade-dress infringement, between companies, wherein the Plaintiff charges that aspects of its packaging were copied by the Defendant.

Whether what's at issue is a single package or palletized loads, the host of technical and regulatory considerations can easily require the services of an expert. If the expert is highly analytical and knows how to effectively communicate findings, he/she can be a valuable team member, to the Plaintiff or to the Defense.

Technical Network Consulting Service produces expert witnesses for attorneys and insurance companies coast to coast as well as internationally. Working with our extensive database, we are "Your Link to America's Most Qualified Experts". Our trained staff specializes in finding qualified scientific, technical and engineering witnesses in your geographical area. A detailed telephone consultation explores all aspects of your case. This simplifies the job of finding the right expert.

Get the right consultant and the right consultant service! Working with our extensive database, we make sure your licensed consultant are available when you need them, where you need them.

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