

**3** to present services, products, people, etc. in a particular way, especially in an attractive way: *an attempt to package news as entertainment*

**'package deal** *noun* [C]

an agreement to offer a number of things that must all be accepted together: *Customers can sign up to a package deal that includes unlimited local and national calls.*

**'packaged goods** *noun* [pl.]

goods, especially food and other things sold in supermarkets, which are already in boxes, bags or packages when customers choose them: *We've introduced more self-serve packaged goods.* ◊ *one of the UK's leading consumer packaged goods manufacturers*

**'packaged holiday** = PACKAGE HOLIDAY

**'packaged software** *noun* [U]

(IT) a computer program that is developed for sale to consumers or businesses, generally designed to appeal to more than a single customer: *There was no packaged software that we could buy that would do exactly what we wanted.*

**'package holiday** (also **'packaged holiday**)

(both BrE) (also **'package tour**, AmE, BrE) (also **'package**, AmE, BrE informal) *noun* [C] a holiday/vacation that is organized by a company at a price that includes the cost of travel, hotels, etc: *They went on a package holiday to Greece.* ◊ *a package holiday operator*

**'packager** /'pækɪdʒə(r)/ *noun* [C]

a person, machine or company that packs or wraps products ready to be stored, transported or sold  
→ PACKER

**'package tour** = PACKAGE HOLIDAY

**★ packaging** /'pækɪdʒɪŋ/ *noun* [U]

SEE ALSO: **blister packaging**, **bubble packaging**

**1** the materials used to wrap or protect goods that are sold in shops/stores; the design of these materials: *a new type of packaging* ◊ *packaging materials* ◊ *Attractive packaging can help to sell products.*

◊ **attractive/bright/fancy/glossy packaging** • **paper/plastic/recyclable packaging**

**2** the process of packing goods in containers or covers: *We outsource the packaging and distribution of our products.*

◊ **a packaging company/group/plant** • **packaging equipment/machinery**

**3** the way that services, people or activities are presented; the way that makes them seem most attractive: *It's all about packaging.*

→ PACKING

**packer** /'pækə(r)/ *noun* [C]

a person, machine or company that puts food, goods, etc. into containers to be sold or sent to sb: *The firm is a medium-sized fruit and vegetable packer.* ◊ *The pickers deliver the completed orders to the packers, who wrap them ready for delivery.*

→ PACKAGER

**packet** /'pækɪt/ *noun* [C]

SEE ALSO: **pay packet**, **wage packet**

**1** (BrE) a small container or covering for goods; the container or covering and its contents: *a packet of biscuits/cornflakes/cigarettes* ◊ *'Is there any paper?' 'I've just opened a new packet.'* → **PACK** *noun*, **PACKAGE** *noun*

**2** a small object wrapped in paper or put into a thick envelope so that it can be sent by mail, carried easily or given as a present: *Orders under 2 kg are sent as a small packet.*

**3** (AmE) a set of documents or objects inside the same cover: *a packet of legal papers* [SYN] **PACK**

**4** (AmE) = **SACHET**

**5** (IT) a small amount of data that is separated from other data before being sent. The data is joined together again after it arrives: *packets of Internet data* ◊ *data packets*

**IBM cost, lose, make, etc.** a **'packet** (informal) a very large amount of money: *They expect to make a packet over the next few years.*

**packing** /'pækɪŋ/ *noun* [U]

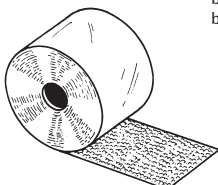
SEE ALSO: **postage and packing**

**1** the act of packing goods for delivery or sale: *The system prints out labels for use in packing and shipping.* ◊ *meat received from the packing plant* ◊ *Returned items must be accompanied by the original packing slip.*

packaging



blister pack / bubble pack



bubble wrap

best-before date (BrE) / best-if-used-by date (AmE)



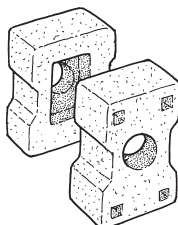
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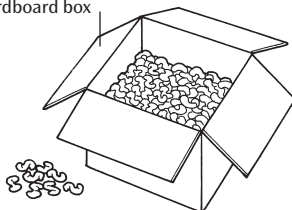


shrink-wrap



polystyrene blocks / Styrofoam™ blocks (AmE)

cardboard box



polystyrene peanuts / Styrofoam™ peanuts (AmE)