



## Smart Packaging Technologies for Fast Moving Consumer Goods

Joseph Kerry (Editor), Paul Butler (Co-Editor)

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### DESCRIPTION

*Smart Packaging Technologies for Fast Moving Consumer Goods* approaches the subject of smart packaging from an innovative, thematic perspective:

- Part 1 looks at smart packaging technologies for food quality and safety
- Part 2 addresses smart packaging issues for the supply chain
- Part 3 focuses on smart packaging for brand protection and enhancement
- Part 4 centres on smart packaging for user convenience.

Each chapter starts with a definition of the technology, and proceeds with an analysis of its workings and components before concluding with snapshots of potential applications of the technology.

The Editors, brought together from academia and industry, provide readers with a cohesive account of the smart packaging phenomenon. Chapter authors are a mixture of industry professionals and academic researchers from the UK, USA, EU and Australasia.

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## ABOUT THE AUTHOR

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