

Professional Writing in Packaging Engineering

Writing Type	Description/Purpose	Audience	Medium Type	Length	Ethical/Global Concerns	Textbook Reference
E-mail	Communicate brief information between employees and/or clients.	<i>Primary:</i> Clients, Coworkers <i>Secondary:</i> Supervisors	Electronic	≤ 1 Page	Must consider formality needed, dependent on audience.	Markel Chapter 9 Page 232-233
Power Point Presentation	Concise presentations that provide information on projects that are typically communicated orally and electronically.	<i>Primary:</i> Clients, Supervisors <i>Secondary:</i> Coworkers	Electronic and Oral	± 10 Slides	Must consider origins of clients and coworkers/graphics to orally present information that does not offend others.	Markel Chapter 15 Page 399-404
Memos	Brief letters between employees to describe meeting notes on projects.	<i>Primary:</i> Coworkers, Supervisors	Print or Electronic	1 Page	Must consider preferences of company policies on sharing information.	Markel Chapter 9 Page 223, 230-231
Design Proposal	Reports that indicate a specific packaging solution along with supply chain analytics.	<i>Primary:</i> Supervisors <i>Secondary:</i> Coworkers	Print or Electronic	7 - 20 Pages	Must consider solutions that follow company guidelines and do not infringe on copyrighted material.	Markel Chapter 11 Page 278
CAD Drawing	Technical drawings of package designs, including RSC containers and custom designs.	<i>Primary:</i> Clients, Coworkers, Supervisors	Electronic	1 – 2 Pages	Must consider specified units for workers and clients to easily understand drawings. Consider other countries SI units.	Markel Chapter 8 Page 179-180

Field Report	Reports on supply chain hazards based on packaging that can affect the product	<i>Primary:</i> Clients, Supervisors <i>Secondary:</i> Coworkers	Print or Electronic	2 – 10 Pages	Must consider regional climates when comparing reports that deal with specific environmental hazards.	Markel Chapter 12 Page 300-302
Assembly Instructions	Short manuals/ set of instructions to assemble boxes and packages.	<i>Primary:</i> Clients <i>Secondary:</i> Coworkers	Print or Electronic	1 – 4 Pages	Must consider technical background, language, and graphic choice for clients to properly understand.	Markel Chapter 14 Page 375-376
Material Analysis Report	Reports on material analysis for different packaging applications.	<i>Primary:</i> Clients, Supervisors <i>Secondary:</i> Coworkers	Print or Electronic	2 – 10 Pages	Must consider technical knowledge of clients and provide adequate information for conclusions.	Markel Chapter 12 Page 300-302
Recommendation Report	Reports that suggest types of material suitable for packaging situations.	<i>Primary:</i> Supervisors, Clients <i>Secondary:</i> Coworkers	Print or Electronic	2 – 5 Pages	Must consider and assist technical knowledge of supervisors to help them make informed decisions.	Markel Chapter 13 Page 319-322
Inquiry Letter	Letters to clients and business partners that deal with product descriptions and specifications for packaging optimization.	<i>Primary:</i> Clients <i>Secondary:</i> Coworkers	Print or Electronic	≤ 1 Page	Must consider customer preferences and customs when asking them questions to not offend them.	Markel Chapter 9 Page 226