

Electronic Products you may be given or buy with the Best/Worst Packaging



Good Packaging

Apple Nano

Apple's iPod 8-gig model and Samsung's P2 (and up) models rank as the best in class and the easiest to open.



GREAT DESIGN but BAD PACKAGING

Archos 704

Archos' multimedia handhelds are also terrific products, but the accompanying remote and other USB wires and cables are difficult to get out of the box and not clearly marked for installation.



PROBLEM PACKAGING – BUYER BEWARE

Blutake Headphones

The Bluetooth noise-canceling headphones include a blue tooth adapter which, in our focus groups, was usually hidden in the packaging and very easy to lose once you fought your way through the shrinkwrap.





Infinity HTiB

Four speakers, sub-woofer, center channel speaker (DVD player-tuner receiver) are all wrapped easily and efficiently...but because these models are so price-sensitive and produce very little or margin for their manufacturers, newer packaging is tight to make the boxes smaller. This, in turn, makes the packages difficult to get out of the box without breaking the box, which could make returning these items a problem.

A BAD IDEA - Logitech Headphones

While Bose, Sennheiser, Sony, Sure and Panasonic battle it out for supremacy in the high end of this category and JVC, Logitech, Philips and several others make a product almost as good for 50% less. The higher end models usually include a shell-like carrying case in which the headphone jack accessories are secured in the pocket of the case...but sometimes, depending on the retailer (big box-warehouse store vs. audiophile store), these accessories are packaged separately....and are also easy to misplace.



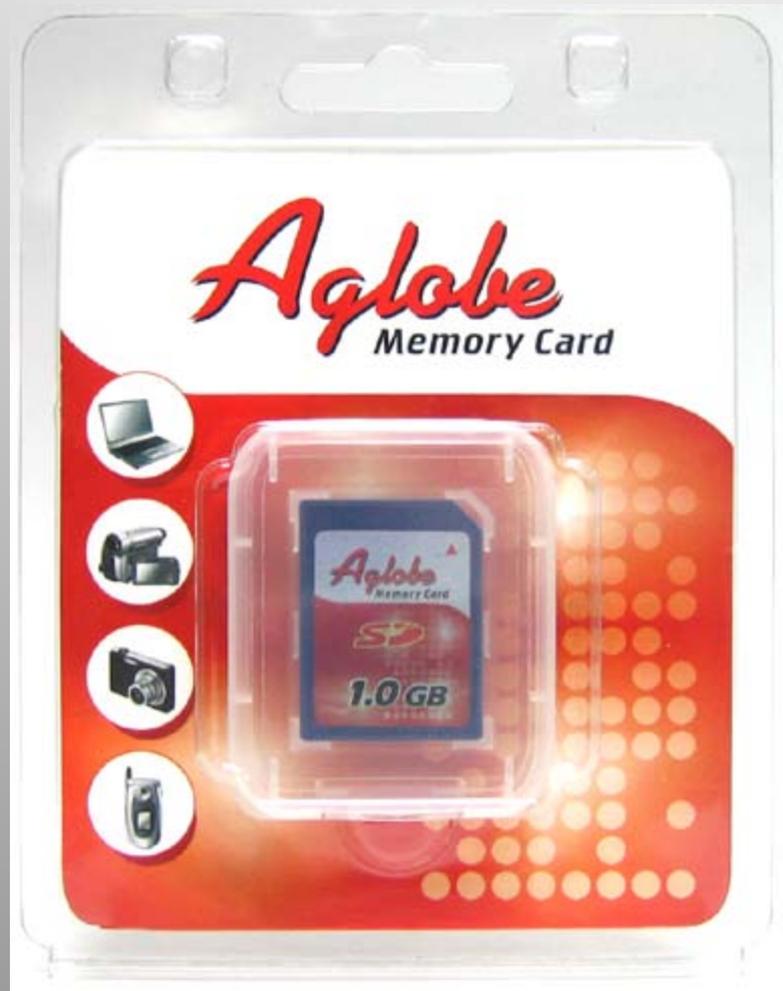


PERSONAL EXPERIENCE – THIS IS POOR PACKAGING!

Sony PlayStation 3

Sony's PlayStation 3 and PSP are the easiest to get out of the box quickly and safely. The accessories and add-ons for these games systems, whether by Sony or a third party, are very easy to get out of the box, too. Even the tough shrink wrapped Sony accessories have a secret pull-apart section, making the impossibly tough looking protective shield a snap to remove and open

Try and take the memory card out of this packaging without slicing off your finger!



THE EXTRA PRICE IS OFTEN WORTH IT!

Sony HTiB

When you get to a higher class of product, such as products from Onkyo, Sony, the fabulous new JVC models, the much improved Panasonic models and the overhyped, over-priced Bose Systems, you will have an easier time getting the components out of the box and into your living room or den.



TomTom GPS

It took a focus group quite a few minutes to locate the actual car mount in the Tom-Tom because it was hidden in a compartment below the device itself...literally on the other side where you normally wouldn't look for a part. The top of the line LG, a few dollars more than the Tom-Tom, was the easiest to set up, but the instruction booklet was bad. We count that as bad packaging, too.





Wii Nunchucks

The easiest to play is the hardest to get out of the box. If you expect the youth driven Nintendo Wii to be easy, wait until you try and get the double shrink plastic nunchucks out of their cage. Do not use your hands. Unless you use a hacksaw you may be too injured to play games. I'll bet that some senior citizen homes, where the Wii is a top seller, have had to employ experienced mechanics to get the thing out of the box. Worst yet, having 5 children waiting to play on Christmas Day – NOT!