




# **Manufacturing**

**Grade 6**




**Intro to Engineering Technology**

# Manufacturing

## What is Mass Production?

-  The process of manufacturing large quantities of a certain item



## Why are products Mass Produced?

-  Save Time
-  Save Money
-  Many items are needed

## What gets sacrificed sometimes when products get mass produced?

-  Quality

## What 2 ways can we make sure that all the pieces we manufacture come out exactly the same?

-  Use of Jigs and Fixtures
-  Inspect pieces as we make them  
(quality control)

# Advertising

## ☞ How do consumers learn of products that can be purchased?

- |              |            |
|--------------|------------|
| ☞ Newspapers | Magazines  |
| ☞ T.V.       | Radio      |
| ☞ Web        | Billboards |

## ☞ What is good advertising?

- |            |          |
|------------|----------|
| ☞ Honest   | Catchy   |
| ☞ Friendly | Colorful |
| ☞ Exciting | Fun      |

## ☞ What is bad advertising?

- |              |               |
|--------------|---------------|
| ☞ Misleading | Boring        |
| ☞ Offensive  | Uninformative |

## ☞ When you walk through a grocery store, which products catch your eye?

- |             |            |
|-------------|------------|
| ☞ Colorful  | Sale items |
| ☞ New items | End caps   |

# Products

## **What is a brand name product?**

-  One that is produced by large corporations  
Example: Kraft, Gillette, Tylenol, Pepsi

## **What is a generic brand product?**

-  One that bears the name of the store selling it.  
Example: CVS brand bandages


## **Where do companies usually put generic products in the store?**

-  Right next to the brand name products





## **Why are generic products usually less expensive than brand name products?**

-  Generic products do not have to advertise

## **Are there any laws that protect consumers against defective merchandise?**

-  Yes; 30 day money back guarantee against defects on all items purchased new and not perishable

## **If you purchase a product and later find out it is defective, what can you do about it?**

-  Bring it back to the store for a refund
-  Swap it for a new one
-  Get a store credit (if you have no receipt)
-  After 30 days, back to manufacturer usually

# Packaging & Shipping

- ☞ How do manufacturing companies assure that their products will not get damaged in shipment to retail stores?
  - ☞ Protective packaging
  
- ☞ What are some common packaging materials used?
  - ☞ Styrofoam                      Cardboard
  - ☞ Newspaper                  Bubble wrap
  - ☞ Biodegradable packing material
  
- ☞ Other than to protect products, why are products packaged?
  - ☞ Keep items fresh (food)
  - ☞ Security
  - ☞ Advertising opportunity
  
- ☞ What kinds of products can not be packaged?
  - ☞ Some food items
  - ☞ Animals
  - ☞ Large items (houses, cars, etc.)
  
- ☞ Why is there so much air in a big bag of potato chips?
  - ☞ HMMMMMMMMMM! 😊
  - ☞ **TO PROTECT THEM!!!!!!**