

Packaging and Your Brand

Packaging is a representation of your brand and should align with the image you are trying to convey.

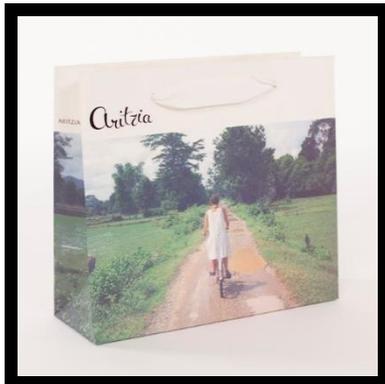


Does your packaging align with your brand? Regardless of what you are selling or how it is sold (in-store or online), your packaging is an extension of your product. Good packaging can help set your product apart from others and increase brand recognition. According to [Packaging Matters™](#), **only 11% of customers are completely satisfied with their packaging**, which means there is a tremendous opportunity for companies to improve upon their packaging.

So, what is important to have in your packaging? Packaging should be functional, meaning that it gets the products that your customers purchase from Point A to Point B safely and securely. Companies are generally pretty good on the functional side of packaging as customers will often provide feedback if their shopping bags or shipping boxes fall apart. The harder part with packaging design is making sure that the packaging aligns with the brand image and helps market your company. This could be as simple as making sure that your packaging is printed with your company colors and logo or is sized to appropriately fit the products you sell.

Does your company offer customers products based on competitive pricing or higher-end, luxury items? Do your customers look for certain corporate values like environmental sustainability? Understanding your customer and brand is key for determining the type of packaging best suited for you company. Companies focused on competitive pricing and high-volume products may find that branded poly bags best suit their needs, whereas companies selling high-end luxury goods may want euro-style paper shopping bags. Companies focused on sustainability may want to provide reusable bags for their customers or use paper bags that are certified by the Forest Stewardship Council.

At the end of the day, packaging helps deliver a complete brand experience for your customers. The packaging you use is more than just a means to transport the goods you sell. Packaging can help encourage repurchasing, act as an advertisement to other potential customers and reaffirm your company's and product's value.



Industry Spotlight: Aritzia

Aritzia is a great example of a company that understands how to align their packaging with their brand. Aritzia is a premium women's design house and fashion boutique. They extend their brand image to their packaging by using high-quality, euro-style paper shopping bags and folding boxes. Aritzia's packaging combines their company logo with high-quality photographs that communicate their brand essence to customers. When customers purchase a quality product from Aritzia, the packaging becomes an element of that purchase and the overall brand experience. Aritzia's packaging also works as a great marketing device. Customer's walking around with Aritzia shopping bags act as advertisers and can drive additional sales.

[READ MORE ON OUR WEBSITE](#)