

Before & After Your Packaging

Taking a look at what adjustments can do for your packaging and adding value to your products



It's important to assess your packaging needs and make improvements when necessary. Think about some of your past or existing packaging programs. Are there pieces you don't like or aren't consistent with others? Or do your customers complain about your packaging? Or do they talk about your competitors packaging? Maybe the colors on your packaging needs to be refreshed or brightened. Or maybe your designs or logos were previously printed on only one side of your bag. Perhaps a variety of past packaging programs have left you with mismatched pieces that don't deliver a consistent image. Whatever your packaging shortcomings or opportunities may be, adjusting and improving your packaging can help lead to increased sales and elevate your brand value.

There are some important questions to consider *before* purchasing new packaging. Has your packaging design become stale over the years or does it limit the brand image you're aspiring to achieve? Does the functionality of your packaging meet the needs of your customers to transport and protect their purchases? What adjustments can be made to help "wow" your customers? Evaluating your existing packaging can help shed light on the improvements necessary to add value to your products and your brand.

There are also some important questions to consider *after* purchasing your new packaging. What kind of response have you received from your customers? Did the changes made address any prior challenges? What are the next steps in the evolution of your packaging program? Packaging programs for your products should be assessed regularly in order to make sure you're getting the most out of your packaging and adding value for your customers.

It's important to regularly assess your existing packaging needs and look for improvements in design, functionality and features. Classic PKG Direct is happy to help with any of your packaging projects or improvements. Improvements to your packaging programs can help engage customers and contribute to those "wow" moments.



Industry Spotlight: Bluebird Candy

The Bluebird Candy Company, located in Logan, Utah, is a fantastic place to visit if you're looking for great tasting, handmade chocolates, and also to see their beautifully branded packaging. Bluebird Candy and Classic PKG Direct recently developed a program that focused on building a consistent look and feel to all of Bluebird's packaging. Their rigid boxes, paper shoppers and accessories are designed to give a consistent and refined feel that pairs with their premium products. There is no mistaking a Bluebird Candy product when seeing their packaging. There is an immediate impact through the premium packaging that delivers a memorable experience, even before customers taste their delicious chocolate.

[READ MORE ON OUR WEBSITE](#)