

Determining Sizes for Packaging

The right sized packaging for the product sold can make a big difference in how your brand is perceived



Have you ever purchased a product only to see it handed to you in a shopping bag that seems way too big for what you've just bought? Or perhaps you've purchased something so large that it doesn't even fit properly into the available shopping bags. In either scenario, the misaligned packaging sizes can impact a customer's perception of the brand and the value delivered to them. Packaging is an extension of the product sold by retailers and so it's important to consider appropriate sizes for your packaging in order to deliver a quality experience. As a retailer, the last thing you want is to have your customer want to share a story about the giant shopping bag they received for a small product instead of a story about the great product they just purchased.

Retail packaging requires more than just selecting a few standard or default sizes. It's important to always think about the purchased products that will require packaging and design a program with those details in mind. As an example, Brooks Brothers use [25 different sized boxes](#) to ensure proper fit in their e-commerce packaging. A good way to start is to consider the most popular products or group of products sold and their general dimensions. From there, you can group the most popular purchases and sizes into ideal packaging dimensions.

E-commerce is an important area to consider size, not only for delivering products in a properly sized box, but also for cost. As delivery companies shift to dimensional weight pricing, having excess space in the packages delivered can represent large, unnecessary shipping costs that deteriorate profit margins. While it may require an investment to have more box sizes, those costs can be recovered through reduced shipping expenses.

Strategically sized packaging is a great way to deliver a clean and professional customer experience. Classic PKG Direct is happy to help design packaging programs that align with the different sizes of your most popular products. Appropriate sizing of packaging can be a great way to stand out and promote your brand experience.



Industry Spotlight: Reigning Champ

Reigning Champ, based in Vancouver, Canada, was started in 2007 and delivers premium athletic wear. Reigning Champ has 5 flagship stores in North America that provide stylish, durable and comfortable sportswear. Reigning Champ and Classic PKG Direct recently produced an e-commerce packaging suite. The folding, corrugated boxes, along with their printed interiors and paper slips provide a clean and effective way to transport Reigning Champ's online orders. The box size was set to fit a typical order size so that products stayed in place during shipping and deliver a great presentation to the customer. Having a correctly sized shipping box allows Reigning Champ to provide an exceptional e-commerce customer experience.

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