

# The Evolution of Gift Card Housing

The packaging for gift cards can add a fun element for purchasers and receivers of gift cards



Have you ever gone to purchase a gift card for someone and wished there was a little more to it than just the gift card? If being delivered as a gift, it can feel impersonal to deliver a gift card simply on its own, which is why many people will also purchase a greeting card to pair with a gift card. There are alternatives to this additional step in the customer journey of purchasing greeting cards to pair with gift cards though, as gift card housing has evolved over the years and provides a branded solution for how gift cards get delivered.

In these industry articles, we have repeatedly tried to reinforce the importance of packaging in your product presentation and overall brand perception. Gift card sales should be treated like any other product sale and so it is important to deliver a quality branded packaging experience to customers. Gift cards housing can deliver a premium experience that provide that “wow” moment for both the purchaser and receiver of the gift card.

Gift card housing options now come in all sorts of shapes and sizes. There are many different styles and options available to suit your brand image and provide a unique customer experience. Take Whistle Workwear as an example, which provides a rugged and functional feel to their gift card housing that aligns with their brand. Compare that to Aritzia, which looks for a more elegant and stylish finish to their gift card housing. While both companies have different styles, their gift card housing works to deliver a premium experience that fits with their brand.

Providing housing for your gift cards could be the difference in making a gift card sale/resale or having your prospective customers entertain offers from your competitors. It also helps set the stage for the receiver of the gift card who immediately forms an opinion of the brand based on how the gift card is delivered. Classic PKG Direct is happy to help with any of your gift card packaging needs. Gift card packaging can be a great way to stand out amongst competitors and promote your brand.



## Industry Spotlight: JOEY Restaurants

JOEY Restaurants, branded as the ultimate in casual dining, is based in Vancouver, Canada. JOEY Restaurants first started in 1992 and now has 27 locations across Canada and the western United States. JOEY Restaurants provides an exceptional dining experience with great food and atmospheres, so it's no surprise that gift cards are popular purchases. JOEY's gift card housing is a clean and elegant way to package their gift cards. The gift card housing also adds additional value to the purchase and is consistent with the experience delivered in their restaurants. The housing immediately delivers an exceptional perception of the brand for someone that has never been to a JOEY's location and is presented with the gift card.

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