

# Coordinated Packaging Programs

Aligning all of your packaging to deliver a consistent customer experience is important for your brand



A coordinated packaging program is all about delivering a consistent image across all of the packaging that you provide to your customers. This means using the same logos and fonts on different packaging types, having the correct sizes, matching colors and utilizing supporting pieces like tissue, stickers and ribbons. When you put all of those pieces together, you can provide an exceptional customer experience that helps lead to increased customer satisfaction and brand loyalty.

A coordinated packaging program enables you to deliver a branded packaging experience, but what needs to be considered when you're putting the program together? It's similar to the approach you want to take when renovating a house. Even if you weren't renovating the house all at once, you wouldn't want to renovate each room randomly without a plan for how it would all go together. Otherwise guests to your home would wonder why nothing matches and it wouldn't deliver a welcoming and consistent feel. And that is consistent with how you want to deliver to your customers in order to "wow" and engage them through your packaging.

So, if you can relaunch your packaging program all at once, that is a great opportunity to quickly add value to your customer and impact your brand. But if your company only has the budget available to replace or upgrade a few pieces at a time, that's okay too. As long as you have a plan and know where you want to go in order to deliver a consistent message, then you can build a coordinated packaging program.

While coordinated packaging programs may require some time in the upfront planning stage, it's a great way to consider your brand and enhance the overall customer experience and promote brand loyalty. Classic PKG Direct is happy to help with any of your packaging program needs and can support the development of a coordinated program. Packaging can be a great way to stand out amongst competitors and promote your brand.



## Industry Spotlight: Something Silver

Something Silver, which started in 1994, is focused on providing high-quality jewelry at an affordable price. Something Silver elegantly combines timeless pieces with modern designs that don't break your bank. They now have 6 locations across the United States, including one at the Walt Disney World Resort in Florida. Something Silver and Classic PKG Direct recently produced a coordinated packaging program that delivered a consistent brand image. Something Silver's unique and modern packaging design reflects the products that they provide to customers. Coordinated programs allow companies to highlight their brand while also adding to the overall customer experience.

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