

Packaging & Cost-Effective Image

Elevating your brand image through quality, branded packaging does not need to break the bank

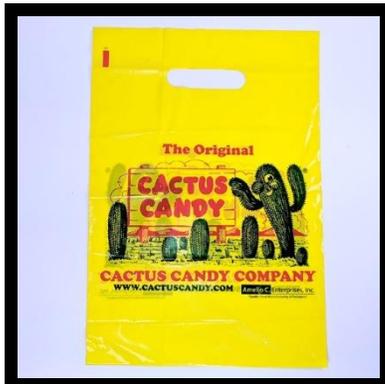


It's no secret that launching a completely new packaging program can get expensive. As the quality of packaging materials, number of packaging variations and complexity of the designs increase so can the overall cost. It's understandable that not all companies have an unlimited budget to design and create elaborate new packaging programs. However, new packaging does not need to break the bank. There are many opportunities available to design packaging that is both cost-effective and elevates your brand perception and value.

So, what are your options if you have a limited budget to build your new program? The more preparation you can do up front, the more equipped you'll be to generate a design that meets your needs and avoids any additional costs that are likely to arise with a rushed order. It's also important to think about ways that make you stand out and "wow" your customers. Simple things like adjusting the color scheme of your packaging can bring new life to old designs. With boxes, it's important to consider the cost of shipping packaging and the flatter that they can be packed the less amount of space they take up during shipping and lower costs that go along with that.

It's also important to make sure that you always try to get the most bang for your buck with a packaging design. For instance, it often doesn't cost any more to print the same logo or design on both sides of a shopping bag compared to just one side. Printing on only one side of a shopping bag is likely not saving you any money and is wasting space that could be used to promote your brand. If you only have your logo printed on one side of your bag, then approximately 50% of the time your logo is not on display when a customer is carrying a purchase, which means that you're losing an important opportunity to promote your company and build your brand awareness.

There are many cost-effective packaging alternatives that can enhance your image and your customer's experience. Classic PKG Direct is happy to help with any of your packaging needs and build a program that works for you.



Industry Spotlight: Cactus Candy

The Cactus Candy Company has been a staple of the Arizona community for over 75 years. The produce gourmet candies made of prickly pear cactus fruit, as well as other candies, jellies, salsas, hot sauces and marmalades. Cactus Candy is a popular treat that locals and tourists purchase as gifts or souvenirs around the state and in airports. Cactus Candy recently partnered with Classic PKG Direct to produce Cactus Candy branded poly bags. They are a cost-effective way to help highlight purchases made at locations like the Phoenix Sky Harbor International Airport, compared to unbranded poly bags. The Cactus Candy bags allow other potential customers to identify souvenir ideas unique to the Arizona region.

[READ MORE ON OUR WEBSITE](#)