

# Innovative Packaging Ideas

Packaging does not always need to be the same. There are many creative ways to “wow” your customers



In these monthly articles, we have continued to emphasize the important role that packaging can play in enhancing customer experience and building brand loyalty. There are many creative and innovative ways to make your packaging stand out and add value to your product and brand in the process. Whether it is making tiny cowboy hats for hot sauce bottles, rope handles out of paper products or using takeout box for a new spin on jewelry packaging, there are a ton of ways to shake up your current packaging designs and “wow” your customers.

There can be an immediate impact with making an innovative change to you packaging that addresses a consumer need. In 2002, Coca Cola adopted the [“Fridge Pack”](#) for their 12-packs of soda, which provided an immediate increase in their sales and helped lead the way for the “Fridge Pack” to become the industry standard. Any change that can address a consumer need or value could help make the difference between a customer buying your product or your competitors.

Understanding your consumer needs is an important step in brainstorming new packaging ideas. In the “Fridge Pack” example, it was how can we help consumers store soda more easily in the fridge? Rope handles made from woven paper products was driven by the need to create a paper shopping bag that was 100% recyclable. The cowboy hats and takeout boxes were ways to help stand out and be memorable for consumers, compared to more traditional packaging from competitors.

There is an expectation that investing in innovative new packaging concepts will lead to an increase in sales as well as building recognition and value for your brand. As always, Classic PKG Direct is happy to help with any of your packaging needs. Creative and innovative packaging solutions can be a great way to stand out amongst competitors and enhance your brand.



## Industry Spotlight: Edmonton Library

The Edmonton Public Library is Edmonton’s largest lender of information and entertainment. They are committed to building long-term connections and relationships with their community. As part of that vision, the Edmonton Public Library and Classic PKG Direct produced a set of renewable bags to distribute to its visitors. The renewable bags can be used by members for each trip to the library and contribute to the brand recognition and loyalty. The bags great for return trips to the library and they carry fun phrases on side to generate further interest in the Edmonton Public Library. The phrases add to the overall library experience and brand value and have even been recognized by other libraries around the world.

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