

# Planning a Packaging Program

What you should consider when planning a packaging program and how to build a consistent brand image



Yogi Berra said, “If you don’t know where you’re going, you’ll end up someplace else.” At Classic PKG Direct, we want to make sure that your organization gets to where you want to go with each packaging program. An effective packaging program not only meets your needs from a functionality standpoint but elevates your brand and exceeds customer expectations. How can you plan appropriately so that your packaging delivers that “wow” factor to your customers and elevate your brand value?

There are a variety of elements that need to be considered to pull off a successful packaging program. Some of those elements include quantity, timing, pricing, storage, future marketing campaigns and your customer and brand. For instance, how large of an order do you want to place and how long will that last you? What are the holding costs associated with storing packaging in your warehouse? Does the packaging you want and need fit within your budget available? Does the packaging design align with your brand and offer additional value to your customers? Will the packaging selected allow you to grow with future marketing plans? All these questions and more are important for planning a successful packaging program.

It’s also important to build a strong relationship with your packaging provider. The more your packaging provider knows about your needs, the better they can support you with your initial needs and beyond the first order. A good packaging provider tracks and follows up when you may need to reorder, updates you on packaging innovations that fit your brand.

Classic PKG Direct is happy to help with any of your packaging needs. A strategically designed packaging program can deliver quality packaging for your customers and allow you to spend more time on other brand and product marketing initiatives.



## Industry Spotlight: Gravitypoppe

Gravitypoppe is a clothing boutique that started in Edmonton, Alberta in 1990 and now has locations across Canada and an online shop that delivers products worldwide. Gravitypoppe prides itself in providing a unique store atmosphere that is tastefully decorated and that is also carried over into their packaging. Gravitypoppe partnered with Classic PKG Direct to produce e-commerce packaging that helps deliver an exciting shopping experience to their online customers. The unique design, bright colors and branded stickers help to create those “wow” moments for online shoppers and deliver a consistent brand image. Gravitypoppe thoughtfully considered their brand and customer when designing their packaging program.

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