

Finishing Touches for Packaging

Finishing touches to your packaging can make your product stand out and deliver that “wow” factor



Whether it is branded tissue paper, ribbons, stickers, note cards or some other finishing element, those extra features can deliver additional value to your brand by providing a feeling of completeness and professionalism. For just a small investment per unit you can elevate the value of your overall product to your customer, encouraging brand engagement and loyalty. Adding those extra elements, especially if they can be personalized like with a note card, can make all the difference to your customer in their decision to share your brand on social media, helping you gain additional exposure to new potential business.

Branded and personalized finishing touches offer the ability to build a better relationship with your customer. Packaging that showcases your product further, whether that's with some ribbon and tissue paper, branded wrapping paper, or a sticker and personalized note card can deeply resonate a customer and get them even more excited about their purchase. This can lead to sharing through word-of-mouth or on social media.

Your packaging program doesn't need to include every single type of finishing in order to deliver a high-quality impact to your customers. While it may be great to add and include everything that you can, that can also get expensive, especially depending on the size of your organization. If your packaging provides a feeling of completeness and compliments the product that your customer has purchased, then your packaging is doing its job. The great thing about finishing touches is that you can always add more in the future to provide additional value.

Classic PKG Direct is happy to help with any of your packaging needs. Adding complimentary finishing touches to your packaging program can deliver a high-quality feeling of completeness for your customers, adding that extra “wow” factor and elevating your brand value. Remember that by incorporating finishes touches into your packaging, you can build a better connection with your customer and give them another reason to buy from you again.



Industry Spotlight: Arcteryx

Arcteryx is an outdoor and sporting goods company that started in Vancouver, British Columbia in 1989 and is now distributed in over 3000 retail locations worldwide, including 38 branded stores. They offer a variety of high-quality products, apparel and equipment for outdoor and mountain sports. Arcteryx's attention to detail in their finished products is also carried over into their packaging. Arcteryx partnered with Classic PKG Direct to produce quality packaging that has included tissue branded with the Arcteryx logo. Those small details like branded tissue paper can really resonate with customers. Arcteryx thoughtfully considered all opportunities to showcase their brand when designing their packaging.

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