

# Rigid & Magnetic Boxes

Showcase a premium product by elevating your packaging with rigid boxes and features like magnetic lids.



Are you looking for a quality packaging solution that protects your product and delivers a high-quality finish? Then look no further than rigid cardboard boxes. They are protective, durable and great for showcasing a premium product to customers. The challenge with rigid boxes is that their upfront costs can be higher than folding boxes for shipping and storing, because they take up more space than a folding box. However, it's important to look at your packaging as a marketing opportunity. The additional value delivered to customers can far exceed the upfront cost for rigid boxes and help grow brand perception and loyalty.

One of the most popular rigid boxes in recent memory is the Apple iPhone rigid box. Everyone immediately recognizes the packaging and associates the small white box with the Apple brand. The rigid box has a smooth design, simple artwork and has become so popular that there is actually a resale market for any iPhone boxes. Apple even has packaging designers in place to find the optimal box design and make sure that they “wow” their customers.

So, what can you do if you already have rigid boxes in your packaging program or are looking for another way to elevate your existing rigid boxes for your company? Magnetic lids are a great way to add some additional elegance to your rigid box. Closing your rigid box with a magnet gives a unique and clean finish, often looking sleeker than ribbon or other closing features. And that feeling of snapping the lid shut can excite customers even more about their purchase, encouraging them to share their experience with others and return as a loyal customer.

Classic PKG Direct is happy to help with any of your rigid box and packaging needs. Adding elegant solutions like magnetic lids can elevate your packaging, promote your brand, “wow” your customers and help you stand out amongst competitors. Also, if you're not ready quite yet to move to rigid boxes, magnets can always be incorporated into your folding boxes too.



## Industry Spotlight: KORITE

Founded in 1979 and based in Calgary, Alberta, KORITE is the largest commercial producer of ammolite (an opal-like organic gemstone) in the world. KORITE's gemstones and jewelry are now available in more than 28 countries. When delivering a high-quality and trusted product, it is important that the packaging matches the message and elevates the customer's purchase. KORITE partnered with Classic PKG Direct to produce their packaging, which includes an elegant rigid box and magnetic lid. The rigid magnetic box is durable, easy to open and aesthetically appealing to customers. The rigid box works well as an alternative to a traditional ring or jewelry box, while still delivering a high-quality and professional feel.

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