

PRODUCT PACKAGING



THE COVEN

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Your product packaging isn't likely to be a top business priority. How it lands on your customer's doorstep probably doesn't have you up in the middle of the night to go over the details in the same way your actual product might. However, packaging is a valuable extension of your brand and should not be glossed over. From the companies you choose to use as your supplier, to the overall visual appearance; they all contribute towards the story of your business. And therefore, there are lots of decisions to make. Use the following workbook to consider all the different elements involved in making sure your packaging is not just serving a functionality, but a wider mission as well.

Your packaging will need to meet different objectives depending on whether it needs to communicate to a digital or real-life audience. E.g. retail packaging would need to consider how carrier bags would stand out or catch people's eye on the high street.

Do I need to consider packaging for retail or e-commerce?

What packaging do I need for my products?

From carrier bags to shipping resources, make a list...



Some businesses, such as sex toy companies pride themselves on providing discreet delivery, whereas some businesses choose to be attention-grabbing.

Does my packaging need to be discreet or stand-out?

What is my packaging trying to communicate?

As well as hitting the visual appeal mark, packaging first and foremost needs to be functional. A product arriving broken because the packaging wasn't practical can result in negative reviews and losing return consumers.

What function does my packaging need to serve?

E.g. keep something flat, prevent fragile items from breaking.



How will I make sure my packaging achieves its required functionality?

What materials do I need to use?

What will my packaging design look like?

E.g. colours, patterns...

How will I adorn my outer packaging to convey my brand?

E.g. branded stickers, stamps...



How will I adorn my inner packaging to convey my brand?

E.g. branded tissue paper, hand-written thank you notes, petals...

What are the sustainability goals I want my packaging to meet?

What moral and ethical obligations do I want my packaging to meet?

E.g. only using suppliers that pay and treat their workers fairly.

Now you have worked out the details of your product packaging, you can begin working out costs. Don't forget to do your research - buying in larger bulks might work out cheaper for you. And don't forget to keep meticulous track of what you spend so you can easily add them to your expenses at the end of the tax year!

