PACKAGING
BUYER'S GUIDE

8 Awesome Ideas for Your Product's Packaging

Make the Package Reusable

Allowing the end user the opportunity to continue using your packaging for other purposes will continue your branding efforts.

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Add a Little Extra to Your Packaging

Add cool components such as; ramps, hinges, viewing ports, and rolling pedestals.

Let Your True Colors Shine Through

Dazzling colors will certainly help your packaging stand out. Match the color to your branding efforts or create something with multiple colors or stencils.

A painted box can be easily identified when amongst a crowd of other products (especially those of your competitor).
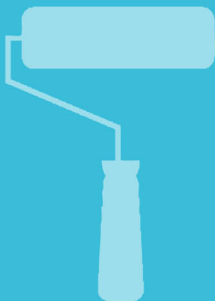
3

4 Strive for Production Value

Material handling carts and fixtures are a great addition to a manufacturing or assembly line and can improve productivity & safety.

Add a Logo for Identity 5

Valley Box can make custom stencils of your logo for wood boxes and can have 4-color print plates made for corrugated boxes.

6 Make it Interactive

It doesn't have to be high-tech! People love packaging that actually does something, and when it does the packaging becomes part of the experience of using the product.

Think indicators, inserts and removable pieces, and QR codes.

Add Some Texture 7

You can add texture designs with recessed routed-out lettering, carpet, linex, paints and steel.

8 Try see-through packaging

Observation ports or holes can allow an end-user to verify contents without having to take apart the package

This may not work with all products, but when it does, it works like a charm.