

How to Create Custom Packaging



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Overview:

- **Pros/Cons of Custom Packaging**
- **The Early Steps: Design & Using the Box**
- **Placing (and timing) an Order**
- **Alternatives to Custom Boxes**
- **Resources!**

Part 1

Process & Why



Ordering Packaging: A Multi-Stepped Process

Ordering custom packaging involves several steps that need to be executed well if you want a good investment:

- Deciding your packaging type
- “Marrying” it to your brand
- Making the most of the packaging itself
- Knowing how to place an order
- Coordinating with your monthly needs

Part 1: The Pros & Cons of Custom Packaging

Custom packaging seems like a no brainer. But let's measure why/why not we would use it:

Why use it?

- Super powers your brand
 - Better sales
 - Reinforcement
 - CTAs
 - Professional



Why to hold off:

- Cost (\$)
- Time & Effort
- Alternatives exist!



Part 2

Early Steps

1. How it Works
2. Deciding Your Packaging
3. Design

Part 2: The Early Steps - How does it Work?

It's useful to understand **how** exactly this all works. It starts with understanding the 3 primary ways to CREATE custom packaging:

- Flexographic
 - Cost effective for small-medium orders
- Litho Label
 - More expensive, evens out around 3-5k
- Digital
 - 3-5x more expensive, but good for small runs

So what about the hidden costs?

- All require a "die" (could use stock) - \$500
- Flexographic requires a "plate" - \$500-\$700



Part 2: Types of Packaging



Part 2: Types of Packaging

How do you decide?

- Contents - Size
- Contents - Fragility
- What makes sense?
- Most of all: Size
 - Keep shipping in mind
 - USPS cubic tiers
 - First class mail

Want to get a sense of shipping cost?

<http://start.cratejoy.com/power-shipping-price-calculator/>

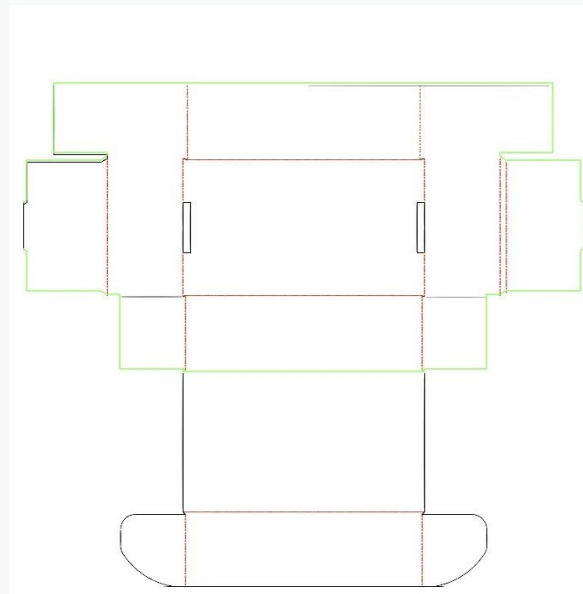
Part 2: Design

Design is a multi-stepped, intensive process. You need to execute on several moving parts:

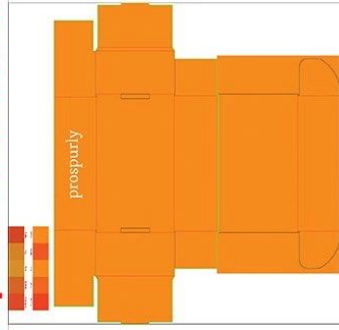
- Choosing specific size - You need to have a blueprint
- Colors - digital vs. print
- A concept
- A program (Adobe InDesign)
 - Technical proficiency is a pain!
 - Check out Packlane

Alternatives:

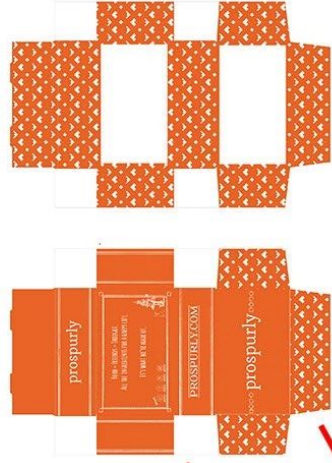
- Outsource it!
 - Fiverr
 - Designers on SS resources page



Step 1: Ideation of colors



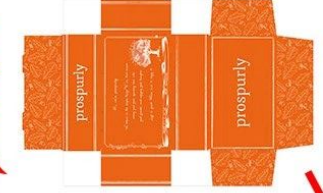
Step 2: Version 1



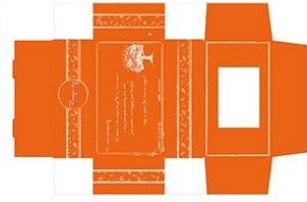
Step 3: Version 2



Step 4: Version 3



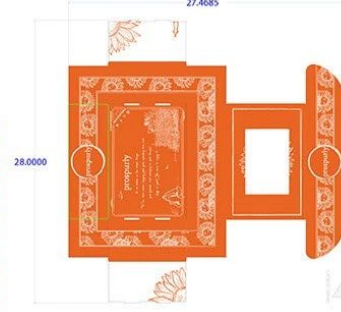
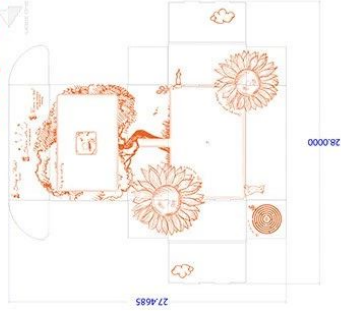
Step 5: Version 4



Step 6: Version 5



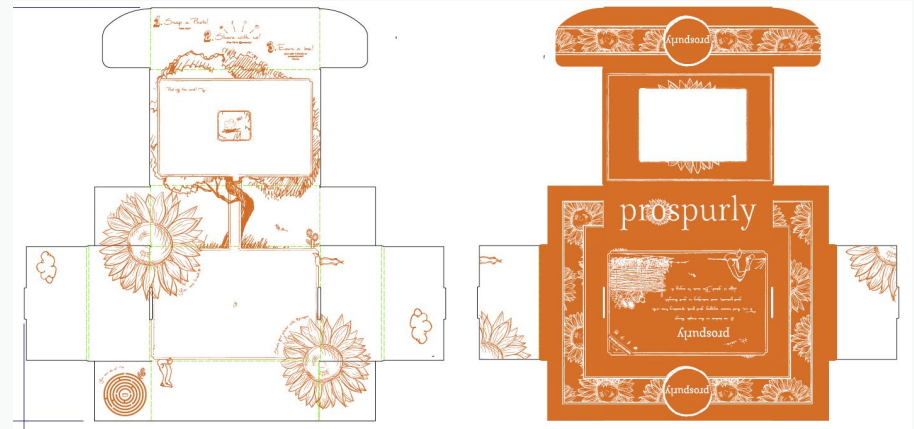
Step 7: Final Version



Part 2: Design, continued

If you do your own design, keep a few things in mind:

- Calls to action: make your packaging MOTIVATE
 - Monthly contest?
 - Follow you on social?
 - Take a picture?
- Reinforce your brand - make it COHESIVE
 - Brand mission, values & phrasing
- Make it VISCERAL
 - How can you get customers to FEEL it
 - Touch-based experiences
- Think about specifics!
 - Shipping label
 - Contents
 - Brochures/Packing Lists



Part 3

Placing an Order & Alternatives

1. Finding a manufacturer
2. A price
3. Alternatives

Part 3: Find a Manufacturer

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Free Resources

- Influencer/Blogger Outreach Worksheet
- Product Sourcing Worksheet
- How to Source Products (A Short Guide)
- Getting Started: Growth Checklist

Find Experts

Custom Packaging

- Thill Inc
- Mr. Box Online
- Kable
- Remar, Inc.
- Fantastapack
- Brand in Color
- Lawrence Paper Company
- Bay Cities
- All Star Box
- Arvco

- **Just go to our resources page!**
<http://subscriptionschool.com/services-resources/>

Part 3: Price

Price depends a lot on what type of printing you're doing and your quantity

- Flexographic:
 - 1000-2000 boxes: \$1-\$1.50
 - 2000+ box: <\$1
 - More plates = more cost!
- Litho
 - Depends on FULL or SPOT label
 - 3-5k = flexo pricing
- Digital
 - 3x-5x: \$3-\$5-\$15-\$20/box
 - Avoid unless needed

Part 3: Placing an Order

Once you've decided a price, you'll need to place an order. Here's a rough outline of that process:

- Price & Packaging decided
 - Negotiate special terms? Split payments, etc.
- Design Submitted
- Sample & Approval
- Tools produced, Boxes Produced
- Delivery & Use
 - Consider fulfillment+manufacturer options!

Timelines:

- 3-4 weeks for plates & die creation (estimation)
- 1-2 weeks for production
- 1 week for transportation
- Future order = ~2 week for production & transit

Part 3: Alternatives

Two big alternatives:

- Stickers
 - Easy to apply
 - Consistent
 - Can be bright, custom and have CTAs
- Stamps
 - Cheap!
 - Hard to apply
 - Inconsistent
 - Cool, “gritty” feel might be right for some brands

What are you waiting for?



Assignment: NEXT Thursday!

- **Next Wednesday**, have a list of manufacturers to contact, with a size and order quantity in mind.
- **You should have:**
 - Decided box basics
 - Have a timeline
- **Get busy on design!**

Q+A

...

Add some questions to the right panel. **Let's chat!**

Action Item Reminders

1. Decide packaging type
2. Give yourself a printing quiz
3. Think about design
4. Choose a manufacturer
5. Place an order!
