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

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

It's useful to understand **how** exactly this all works. It's 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

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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!
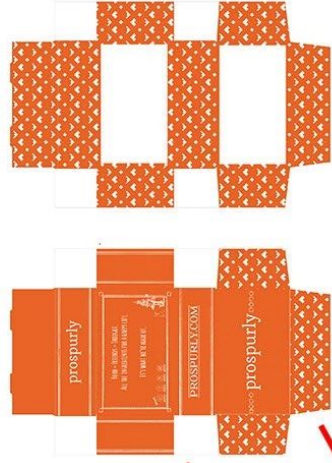   - Check out Packlane

Alternatives:

- Outsource it!
    - Fiverr
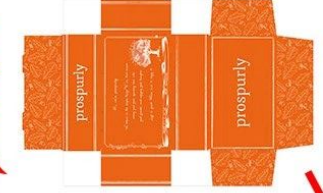   - Designers on SS resources page
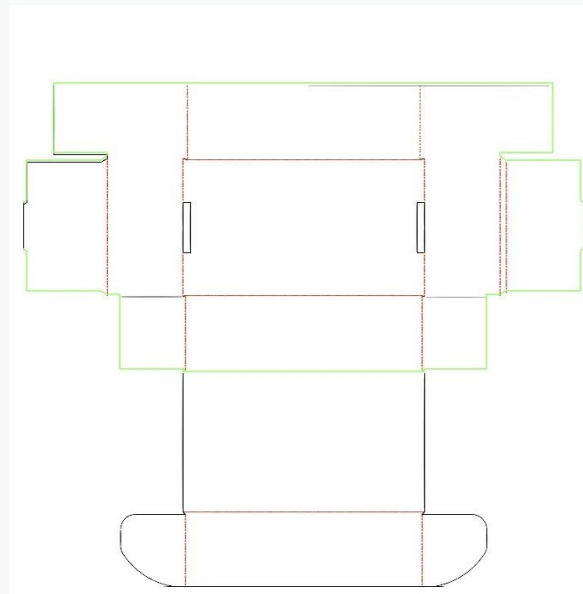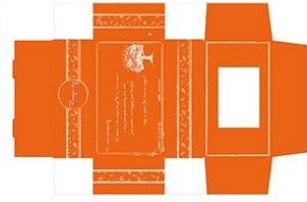
Step 1: Ideation of colors
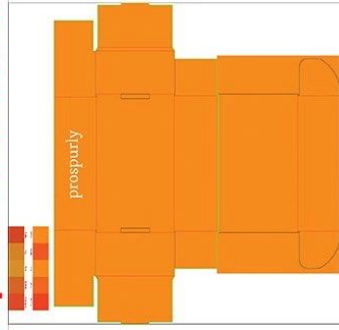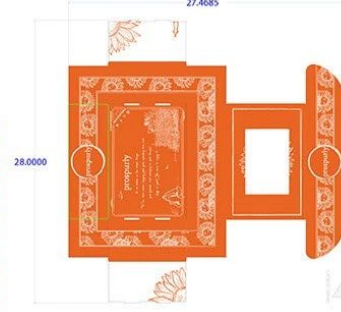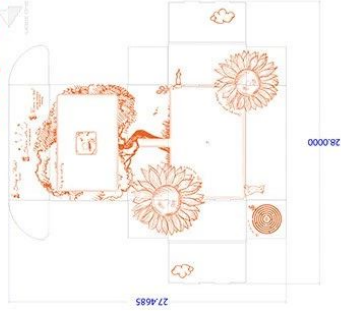
Step 2: Version 1

Step 3: Version 2

Step 4: Version 3

Step 5: Version 4

Step 6: Version 5

Step 7: Final Version

LEAD EDGE

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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
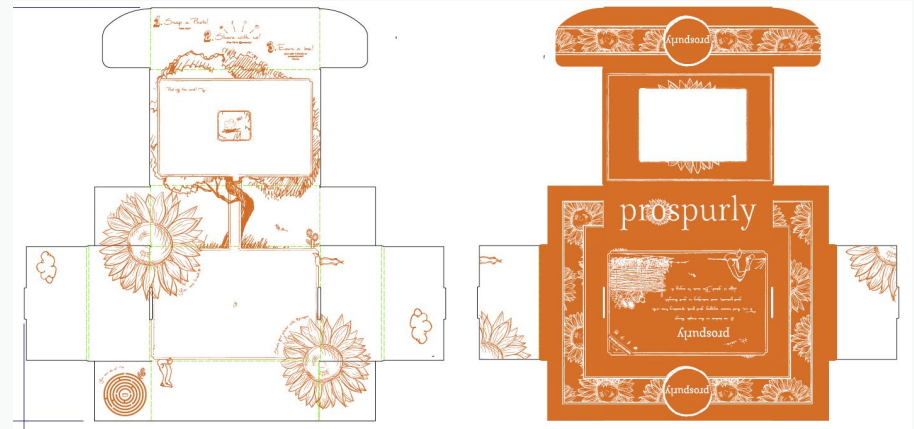
Part 3

Placing an Order & Alternatives

1. Finding a manufacturer

2. A price

3. Alternatives

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Part 3: Find a Manufacturer

- **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

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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!