



Packaging

So...what's in the package?

How many times have you gone into a store with no particular purchase in mind and walked out with something under your arm? What influenced your purchase?

How many times have you been confronted with making a choice among several different brands of a similar product..all displayed on a shelf in front of you? What helped you decide which one to buy?

How many times have you purchased an item you didn't know existed...in the grocery store, hardware store, or computer store...made by a company you never heard of?

Now put yourself in the shoes of your customer in the same situations... only this time it's your box they're looking at.

*In many cases
your package may
be the only thing
that convinces your
customer to buy
your product.*

You should always assume that your package has to stand on its own.

In fact, unless you have an entire advertising campaign aimed at driving customers into the store to look for your product, it may well be the only thing your customers will see.

And even if you do have an advertising campaign, you have no way of knowing if that customer with your box in their hands has seen any of your ads.

Think of your package as your salesman.

What would you say if you could talk directly to the customer?

- You'd tell them what your product does...and why they should buy it.
- You'd be clear and get directly to the point. (Hopefully!)

You can't control how your product will be displayed...but you can make the most of even the worst situation.

*Don't forget.
You only get one
chance to make a
first impression.*

- Put your "what's in it for me?" message on the front, spine and back of your box.
- Make sure the design and color "grab" the customer. If they won't take it off the shelf, you're not going to make the sale.

You can control your production costs.

- Be careful if a printer tries to sell you on a "gang run." This means they will wait to print your package until they have a full press sheet. Not only can this delay your product's release, but you can get stuck with a lot more boxes than you need.
- If part of your packaging requires machine insertion (for example the booklets or tray liners that go into the jewel cases that are part of a CD-ROM product) the tolerances are incredibly tight (often 1/32 of an inch). If you don't meet the requirements, your material may be rejected, or you'll pay a premium for hand-inserting.
- Consider a variety of materials. Packaging comes in paper, boxboard, foam, or molded plastic. You need to decide what is most cost-effective and practical for your product. And remember, many materials are recyclable and can be printed with soya-based inks.

Be aware of Uncle Sam's regulations, and your industry's unique requirements.

- If you're packaging a food product, you must meet certain FDA standards.
- Some retailers will only accept packaging that meets their measurement or design requirements.

As you can see, there's really more to packaging than what meets the eye. Gilchrist & Associates knows how to create packaging that grabs attention without driving your unit cost out of sight. So before you get "boxed" in on your next product release...or if you need to find a more effective way to package your current line, call us.

*Remember:
Your package may
sell your product
the first time, but
it's what's in the
box that will bring
your customer back
for the next sale.*



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