

LAST UPDATED | JULY 12, 2021

Beginner

Product Packaging

LEARN WHERE TO START AND WHAT TO PREPARE FOR

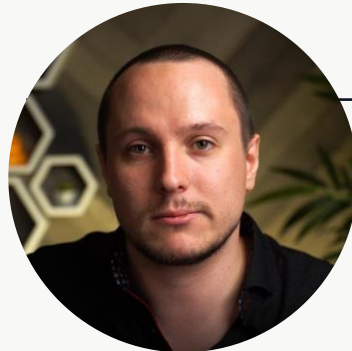


- 🛒 Ecommerce
- 🔗 Web Development
- 🏷️ Branding
- ✉️ Email Marketing
- 📷 Film & Photography
- 🎓 Education
- 📈 Crowdfunding
- 📱 Digital Advertising

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People First Marketing

Using transparency and communication to build business relationships.



Aron Murch | Co-Owner, CIO

- Worked in marketing since 2005
- Joined 2H Media in January, 2020
- Designed full packaging lines in toys and games, b2b wholesale, and grocery



Matthew Herchel | Co-Founder, CFO

- Certified in programmatic advertising
- Founded 2H Media in August, 2017
- Has helped over 32 merchants succeed on Shopify



What you'll learn

1. Packaging Requirements
2. Order of Operations
3. Packaging Timeline
4. Manufacturing Basics
5. Regional Packaging
6. Packaging & Your Brand
7. Q&A

Packaging Requirements

COMPANY, RETAILER, CONSUMER

DESIGN WITH PURPOSE

Most graphic designers are not manufacturing experts, retail experts, shipping experts, or lawyers.

As a business owner, you will be responsible for ensuring that your product packaging meets the needs of all stakeholders including your own requirements, retailer requirements, and consumer requirements.

FUNCTIONAL PACKAGING

- Checks all legal boxes
- Protects its contents
- Is inexpensive to ship
- Promotes your brand
- Fits on standard shelves
- Stands out on shelves
- Creates an experience
- Is reusable or collectable



Your Requirements

DETERMINE NEEDS VS WANTS

Meeting all legal requirements and protecting the product are needs.

Minimizing shipping costs is an important want. Foil printing is probably a less important want.



Retail Requirements

SECURE PREFERRED SHELF SPACE

Retailers are running their own businesses.

Your products will be competing for space with everything they stock.

Give your products an advantage by planning to meet retailer needs.



User Requirements

MAKE AN IMPRESSION

Consumer needs are evolving. Build brand equity by providing your consumers with a product that creates an experience.

Order of Operations

ONE STEP AT A TIME

PLAN

- Determine legal requirements
- Write a list of needs
- Determine a budget
- Secure manufacturing quotes and minimums

DESIGN

- Provide a list of requirements
- Secure design quotes
- Select a designer
- Connect the designer with the manufacturer
- Each designer will have their own process

MANUFACTURE

- Complete required revisions
- Review digital proofs
- Review white samples
- Review physical proofs

Packaging Timeline

PLAN EARLY, REFINE OFTEN

PLAN

The more you put in,
the better the results.

3 MONTHS +

2-12 WEEKS

DESIGN

Budget in time for
revisions and meetings.

MANUFACTURE

Take the time to get
it done right.

2-12 WEEKS

2-12 WEEKS

SHIP

Local is a lot faster
than international.

Manufacturing Basics

WHERE TO MANUFACTURE AND WHAT TO ASK

LOCAL MANUFACTURING

- Can be expensive
- Great for small runs
- Faster delivery
- Inexpensive shipping
- Often less complicated
- Typically more reliable in specialty cases

FOREIGN MANUFACTURING

- Prices vary by country
- Best for large runs (5,000+)
- Slow delivery
- Expensive shipping
- Can be complicated
- Quality varies by country
- Service can be excellent

IMPORTANT QUESTIONS

- What is your MOQ?
- Can you provide quotes for A, B, and C quantities?
- Do you provide physical proofs?
- What are your shipping terms?

PURE NUTRIENTS, 2021



Premium Finishes

PREPARE TO PRINT 20,000+

- Spot UV (Glossy Sections)
- Foil Printing (Shiny Sections)
- Embossing (Raised Sections)
- Letterpress (Imprinted Text)
- Premium Materials (Cotton, Hemp, Wood, Metal, etc.)

Regional Packaging

EMBALLAGE RÉGIONAL

LABELLING REQUIREMENTS

- You are responsible for all requirements so do your own research
- Consult a lawyer or a government body
- [The government has a lot of helpful information](#)

FOOD PACKAGING

- Certain industries have very strict requirements
- [The government has a comprehensive checklist](#)
- [The government will provide nutrition label templates for free](#)
- Plan to perform a nutrition test in an independent lab

COMMON MISSTEPS

- Using the Canadian Maple Leaf
- Relying on free translation software
- Shrinking bar codes, nutrition labels, disclaimers
- Poor colour contrast
- Missing CE Marking and safety markings

Packaging & Your Brand

WHAT DOES YOUR PACKAGING SAY TO YOUR AUDIENCE?

SIMPLIFY THE DESIGN

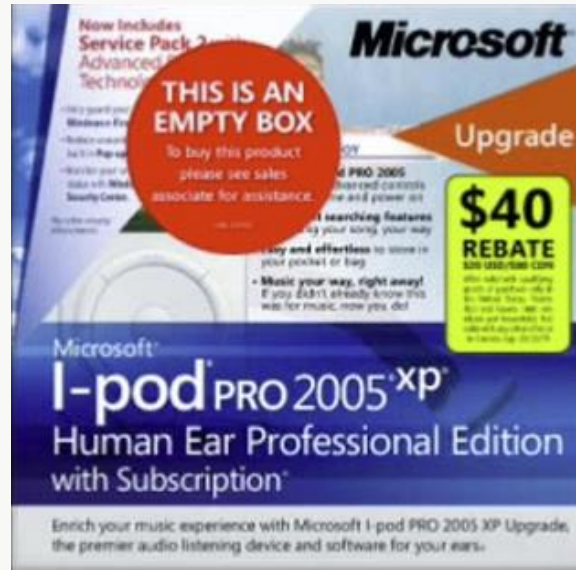
Regardless of industry, trying to do too much with your packaging is a recipe for failure.

LEVERAGE UNBOXING

Modern consumers have been trained to expect a complete experience. This starts with your packaging.

WHEN TO GO PREMIUM

Unless your industry demands it, you don't need to start off with premium packaging and may not need to get there.



Simplify the Design

LET THE BRAND BREATHE

A lot of business owners have to fight the instinct to over-burden their packaging.



MICROSOFT RE-DESIGNS THE IPOD PACKAGING
[This 2006 video is still a classic undressing of how not to approach branded packaging.](#)

IPHONE PACKAGING, 2021



Leverage Unboxing

**THE ONLY PART OF YOUR
MARKETING WITH 100% OPEN RATE**

Think about what kind of experience you are creating. Is it shareable? What calls to action are you including?



When to go Premium

WHEN THE BRAND DEMANDS IT

Premium packaging is important for products that are:

- High margin
- Highly competitive
- Not commoditized
- Consumer goods

Next Steps

WHERE ARE YOU NOW?

NEW BUSINESSES

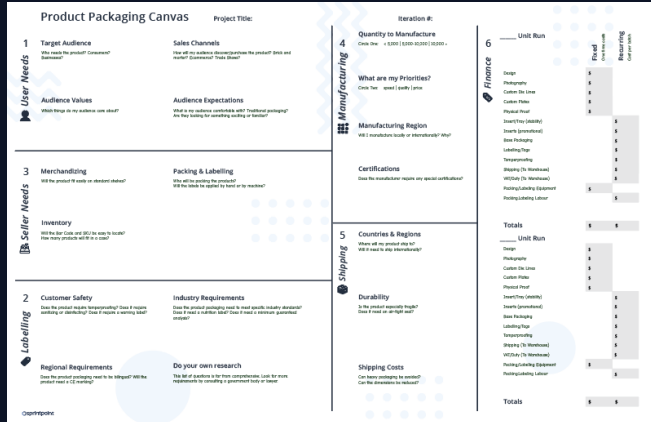
- Define your needs (internal, consumer, distributor)
- Formalize your brand
- Source design support

ESTABLISHED BRANDS

- Audit your product line
- Explore opportunities for upselling
- Improve consistency across products

EVOLVING BRANDS

- Explore new markets
- Redefine your needs
- Consider a rebrand or sub-brand



Plan your product line with a Product Packaging Canvas, available free on sprintpoint.ca.

Questions?

How do I get the slides?

Visit <https://2h.media>. The slides are on the workshop page.

How do we connect?

Follow 2H Media on LinkedIn.

Specific questions?

Give us a call.

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