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Poly bags are widely used as packaging materials because it is durable and flexible. It is also a low cost alternative for marketing your business and products. How? By customizing poly bags according to your preferences, you can advertise your business as well as enhance your brand. There are a lot of options for custom poly bags in the market today. All you need is the right set of specifications that will suit your needs in order to maximize cost and make your marketing strategy effective.

Designing custom poly bags needs a lot of attention to details because the graphics and texts can either attract or turn off potential clients. But, before doing the design, certain factors should also be considered such as thickness, size, shape, and colors.

Each of the factors previously mentioned has to be carefully defined according to your specifications or marketing theme to be able to maximize the exposure of your business to potential customer, as well as the cost of the production. Although using custom poly bags can greatly increase your company and products' exposure, this does not mean that it is alright to compromise the quality of your poly bags. Remember that it is your responsibility to your customers to provide quality products all the time. By knowing the purpose of your custom poly packaging can help you create the design you want without having to compromise the requirements that can guarantee protection and safety of your products.

Depending on the purpose of your custom poly bags, they can be created based on the following types:

- * Lay Flat - the most used in all business industries.
- * Gusseted - commonly used for packaged foods. It is expandable, thus it can hold more contents.
- * Anti-static - used in industrial and electronic manufacturing industries to control electrostatic discharge.

There is also the resealable custom poly bag that is approved by FDA. This type of custom poly material allows customers to use and reuse the bag in any way they see fit. As a result, this makes a great way of increasing brand recall. You may have the option to use different colors for your poly bags, but they are normally transparent, which can be ideal in packaging food products because the contents can be easily seen and scrutinized by many.

Your custom poly bags should be designed to stand out from product packaging used by other businesses in order for potential clients to notice your brand. The design should be noticeable in order to appeal to potential customers. But, make sure that you are using the appropriate marketing tag lines on the design of your custom poly bags. It is your calling card to potential customers, which can give the information and location of your business and products.

You can hire professional graphic designer to create your design. It is dependent on how much you are willing to spend in your marketing effort. But remember the benefits you can get out of that effort. It is just a one time investment, but you are going to benefit its effect on your business for many years.

Maryellen Lederman is an expert in the field of [printed poly](#) for a long time and manages a website about [custom poly bags](#) where you can find additional information to what you are looking for.

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