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# **Custom Poly Packaging That Will Create Brand Awareness**

In order for any business to survive in a very tough competition in the market, creating an effective marketing approach is essential. There's no need to spend a lot on your marketing campaign just to build brand image. By simply using a custom poly packaging for your products that will stand out among the rest of your competitors can really make a huge difference. To come up with a unique design for your custom poly may or may not cost you significant amount of money.

If you want to get the services of a professional graphic artist, you should be prepared to spend a lot of money. However, if money is not a problem, then it could be best to hire a professional graphics designer to do the job. This is a practical solution, especially if you don't have the time or skills to do it. The other advantage of hiring a professional designer is that you can be sure of the result.

Alternatively, if you are ready to get your hands dirty or naturally has this artist in you, then making your own custom poly design is the cheapest option. Consider also the time that you have to spend throughout the whole process, especially if you don't or have limited knowledge of using a design software in creating your graphic design. If you think you can handle this job, then there's no way you can't do that.

There are certain factors that should be considered when creating custom poly. Choosing text, graphics, and colors should be carefully thought out. Texts and graphics should capture the attention of anyone who gets the chance to see and read your packaging and they should contain information that can enhance your product's image. Colors, on the other hand, are the contributing factor that can attract attention.

Second, what type of material are you going to use for your custom poly? Depending on your product, you can choose either polypropylene or polyethylene (LDPE and HDPE) as materials that can be made into any of the following types of custom poly:

Polyethylene T-shirt Bags - commonly used in most business because they cost less. So, they can be offered free of charge to customers.

Low Density Polyethylene (LDPE) T-shirt Bags - can be recycled and reused because they durable and lightweight. The prints may not be very impressive, but they are reasonably priced.

High Density Polyethylene (HDPE )T-shirt Bags - can provide impressive prints because of its smooth and dense surface. They are also very durable.

Polypropylene Bags have different textures on their outside and inside surfaces - smooth and rough. This material is stiff and sturdy, so there's no need to use a cardboard to add strength. This type comes with a variety of colors to choose from.

It is as important to choose the right material for your custom poly packaging as choosing the right text, graphics, and colors for your products' packaging. It is your way of showing your customers that you care for your products by providing the right packaging material that will offer protection for the products they purchased.

Maryellen Lederman is an authority in the field of [custom poly](#) for a long time and maintains a website about [custom poly bags](#) where you can get more details to what you are looking for.

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