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# Handmade Product Packaging

Do you have a small business of handmade products? You should be aware that handmade product packaging is the best solution to capitalize your products. You are not competing with other producers of handmade products but with mass produced items. Your handmade products are more expensive than those from a factory with the same specific for very good reasons. The time used, effort, and expertises, not to mention passion, that are necessary to handmade products are what make them worth the extra price to your costumers. Your packaging needs to reflect this care, effort, and passion. The best way to value your packaging is to include photos of your packaging in your shop and let your customer know how the products will arrive. It will be better if you plan your packaging ahead of time and keep all your packaging materials organized in one place, for example, in a large box. Any tools for your packaging, like scissors, rubber stamps or paper punches should also go in the box.

Vibrant design and interesting packaging shapes can make your handmade product to stand out from others on the shelf. Packaging also provides you with an opportunity to communicate directly with your customers and let them know that you truly understand them. The type of packaging and design used for your new products can help attract attention and express your brand personality. Let customers enjoy your product in full by using an attractive label or tag instead of a box. The use of recycled paper or handmade paper can give your handmade product a great appeal.

A small tag booklet can provide all the information typically found on a box, but in a smaller, nicer and cost-effective format. It is also a good idea to utilize reusable packaging, such as a decorative box or collectible tin, which can add additional value to a product. Instead of having their packaging thrown out, they'll have a tin that reminds your clients of your product every time they use it. The added value of packaging that can be reused after the initial product also gives additional value for your costumers. You may want to imprint fabric bags and packaging with a logo or enhance it with labels to create a unique look on your store shelves. The natural look of fabric gives your handmade products a hand-crafted appearance for additional appeal. Products that are well-suited for fabric packaging include soaps, candles or jewels.

Product packaging has to be a primary component of your strategic plan. Whether you use a bag, box, ribbon or tissue, every detail is imperative to your business success. Packaging is a reflection of the quality of your goods, nothing less. There are endless possibilities for a handmade packaging to define and influence the costumers. Take a good look at what your competition is doing and make sure you have an innovative and unique look of your products.

Innovation in handmade packaging will get your product noticed, it will help build your brand, and it will give your product some personality. Whether you like it or not your product packaging is the first thing that your costumers will notice on the shelves of your store.

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