





#### The Importance of Packaging

# Packaging drives purchase decisions

**Packaging drives purchase** more so than TV ads, online reviews and recommendations from friends.



64%

of consumers will sometimes buy a product off a shelf without prior knowledge of it.

Data from 'Packaging in the Digital Age' study by Pro Carton.



#### The Importance of Packaging



"There could be anything in there! ... It could be a bowling alley!" "How are they going to deliver a bowling alley?" – A Christmas Story





- Add a custom sticker
- Individually pack per player
- Add a flyer for other custom business







Insert in a coffee cup





Add a hang tag





Can it in a mason jar





Foil pan from the dollar store





Takeout







- Printed box, or order blanks from Uline
- Add a sticker





Bag It







Printed paper wrapped like a burrito





Cardboard Sleeve





The Popsicle





The Roll





**Custom Folder** 

- These are on sale this time of year
- Add a sticker to the front
- Great for school sales, stand out from the crowd







The Hanger





The Mailing Tube





Upsell-Water Bottle/T-shirt combo Great for Team Sales









- White pellon, or cut away backing from AllStitch.net, style c-030
- 12 x 12 scrapbook page style frame
- Custom transfers (use the extras from past orders









Onsite Selection Tip: number each one so they can come to have you press on demand

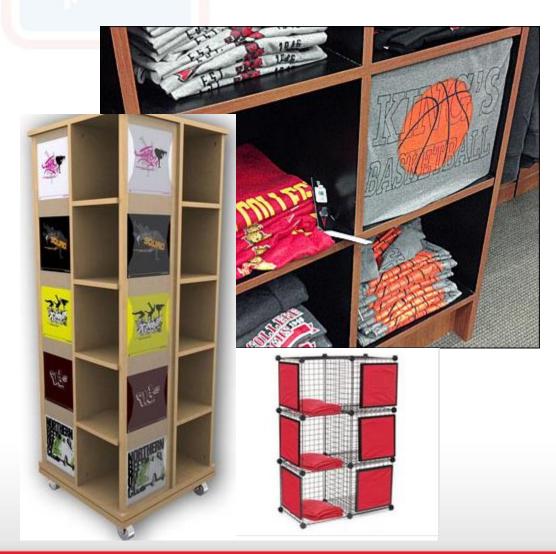




On the Go Display

- 7 youth extra small <u>t-shirts</u> approx. – \$2.50/piece
- 7 Sample transfer included in the Transfer Express Mini Sample Pack – FREE
- 1 Carabiner clip or similar ring \$1
- 1 Grommet Tool Kit approx. \$10 (can be purchased at your local craft store or online)
- 1 Hammer (needed for the grommet tool kit)





Cube system using Styrofoam Boxes to hold the display

Lets the shirt do the selling without extra signage





T-shirt boards





Use A Towel Rack!





#### Conclusion

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#### Do you have more questions??

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