

Why is custom packaging important?

group: Designing & Sourcing Products

Custom packaging is great for your business for many reasons. Especially now, when there are so many amazing products out there, having custom packaging is a fantastic way to separate your brand from the pack. While having custom packaging is certainly not required, it can be really helpful for brand awareness, as well as to show your customers that you took extreme care into creating your products, even down to the smallest details.

Custom packaging is also not limited to shipping materials like boxes and polymailers. With Pietra's robust network of packaging suppliers, you can also source custom tissue paper, stickers, tape, note cards, and more! Just as when you source your products, you can start by ordering samples to test quality and/or working with suppliers directly to create a custom packaging sample. You can also submit a custom project request specifically for packaging!

Again, while custom packaging is not a requirement, it can be a really great way to kick off the relationship between your customers and your brand. If it's within your budget, we'd definitely recommend creating custom packaging with Pietra.

Just remember to get sourcing as early as possible, so that you can time everything perfectly surrounding your launch date! You don't want to have your products finished and ready for sale, and then have to delay your launch because your packaging wasn't complete. We'd recommend that you begin sourcing your packaging at the same time you start to source your products.