

With the rise of the online marketplace, we also saw the emergence of innovative new ideas and the revitalizing of older ones. Online businesses pride themselves in satisfying your needs in the most convenient and easiest of ways, and the fact that they are more accessible than tradition businesses only adds to their success.

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The internet has given a myriad of opportunities for new entrepreneurs. Those that found starting their own enterprise difficult can easily accomplish it today with the greatest of ease. As a new business, appealing to your customers is of the utmost importance and can have an immense impact on the overall survival of your business. As it is with most online businesses, the only physical contact an entrepreneur has with his customers is when the said customer receives the service or product. Considering this, that first contact will go on to shaping your reputation and goodwill.

Packaging is the [Additional reading](#) most underrated marketing tool. How well one receives your product can determine everything about your business, and choosing the best packaging solution is critical. After some research, it has come upon me that the best packaging solution for new businesses are corrugated boxes. Here's a breakdown of the advantages and disadvantages.

A Look Into The Pros Of Corrugated Boxes

Looking At Where It Fails

All in all, corrugated boxes are one of the best packaging solutions available in the market today, especially regarding affordability and flexibility. Investing in a custom packaging option can help propel your business forward and establish yourself on the market. Corrugated boxes may not be the most ideal of choices for some businesses, but it's the best place one to start with.

Whenever there is a need to transport goods to retailers around the country, or even the world, specific wrapping is a must. For example, when transporting fish, Seafood Packaging should be used to keep the product fresh and stop it from contaminating other parcels. The same will apply for Poultry Boxes since it is widely known that fluid drips from chicken carcasses or products can cause severe food poisoning. The best type of container for these types of food and perishables is Wax Packaging.

Many of these containers will be leak proof as well to alleviate cross contamination. Fish and fish products, are a particularly smelly cargo and who would want meat or chickens tainted with a fish smell? These cartons are also available with gel packs that are frozen when the order is about to go out. They are inserted into the cartons, along with the product, and they ensure that the food or perishables stay as cold as possible while they are in transit. This cuts down on food wastage and the goods are delivered in an 'as fresh as possible' condition.



Once customers are satisfied that perishables ordered will always be delivered in an uncontaminated, fresh state

then they are likely to be very loyal to the company that produces said cartons.



Where chicken is concerned, cross contamination is of utmost importance. Who remembers the salmonella outbreak from several years ago and the controversy it caused? Even egg producers were hard hit since everyone stopped buying these products for fear of contracting the disease. Indeed, this disease proved fatal in some cases.

Many companies will custom make the cartons in the style and size required. This is great for those who want unusual sizes and will also promote customer loyalty. Standardized cartons can be used, naturally, but if the client wants to send smaller consignments then he will obviously need smaller containers.

The cartons are made up of cardboard or corrugated cardboard, and coated with a waxy type coating. This makes sure that the container is absolutely leak and water proof and also proves to be very strong too. Considering the weight that the cartons will be carrying, containers that don't break are the obvious choice for any company. They may be able to be re-used also if care is taken when handling them. Again though, cross contamination should be avoided at all costs.

Don't forget the marketing bonuses connected to purpose made cartons either. Because they are custom made, these containers are a great advertising tool with the company name emblazoned on the side for all to see. Phone numbers, email and postal addresses can also be displayed and the company logo will become synonymous with the product.

They will not only keep the product fresh, but they will also spread the company name far and wide and it won't cost a single cent! This is a great way to offset the cost of the purpose built; customized containers and the benefits should be measurable over time.