

How to design a winning spout pouch package?



The packaging is a strategic sales tool, and a security guarantee. The container of the product gives face, body and personality to what you sell and materialize your brand, matching in aesthetic quality to the functionality of the container. Therefore, a box, bag or container should look good and induce the purchase, because you will never have another opportunity to grab the momentum than when the customer is in front of your product.

To achieve this, you have to understand how to integrate content with an impeccable composition. Then see the **Stand Up Spout Pouch** as a plastic element that faces the market in a practical way. The issue of costs seems to be a limitation for the small and medium entrepreneur, who usually is not willing to invest in a special production. But beware: if the graphic designer proposes, the industrialist is who disposes. Therefore, the way to embody the graphic proposal with its manufacturing is determined by a creative in the area of manufacture.



One thing that marketers do not understand when conditioning the designer's proposal is that consumer practices have changed. A **Spout Pouch** cannot obviate the context in which it is introduced, since its historical and social circumstance allows the best way to 'visualize' it to be determined as something that can be sold. This means that a good market study only serves as support for the creation of a design, but should not be decisive in decision making. There is a vice of **Spout Pouch Manufacturers in India**, who generalize mental categories and responses to color "because they do not understand that colors are not unique and are accompanied by shades that modify the impact.

Some circumstances are often overlooked in marketing studies, such as that differentiating consumers no longer responds to traditional classifications. There are social standards of contextualization that are executed in the packaging to be able to identify the product. In this regard, **Spout Pouch Manufacturers** believes that " niches (with specific cultural characteristics), rather than socioeconomic levels, Are those that determine the identification of the benefits of the product.

Therefore, it seeks to pay more attention to the advice of experts in aesthetics than to studies that have as market evidence to firms already placed by various factors. Conclusion: The conventional can be your worst enemy. It is not a good solution because it affects the consumer experience and the image of the brand.



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