



## Five Ways to Make Your Shipping Package Design More Brandable

The packaging of your products is so important. You want to package your products using strategies that help them stand out from other products.



While **amazing packaging design** is a great way to get your products to stand out on supermarket shelves, it can also make a difference in the shipping experience.

When consumers have products delivered to their home, you may be surprised to find out how quickly they forget the brand that they are purchasing from. The right branding will make your company more memorable promoting name recognition and loyalty.

If your company is focused on e-commerce, here are a few packaging tips that will help get your brand stick out.



### Custom Shipping Boxes

It all starts with a customized shipping box. Adding **box graphics** like a simple logo is the first step in getting your brand name out there. Fortunately, there are plenty of companies that provide great looking, customized shipping boxes that can feature your logo in multi-color designs.



### Custom Shipping Bags

While bags are not always the best for shipping, you can put bags inside of boxes to make a cute, personalized statement. A branded gift bag complete with tissue paper, ribbons and bows will add an endearing touch that enhances the unpackaging experience.



### Biodegradable Packing Peanuts

Packing peanuts have long been around to keep product safe. In keeping with today's eco-friendly efforts, peanuts are now available in biodegradable varieties. While these peanuts may not be brandable, they are a great way to send the message that your brand is on board with the environment. This will build loyalty among eco-conscious customers.



### Custom Shipping Tape

Shipping tape is necessary in sealing boxes to keep products safe. When you add your logo to the tape, it can serve two purposes. It will not only seal your boxes, it will get your brand name out making your company memorable.

## Monthly Mailer Boxes

Subscriptions are becoming a thing. Many companies are offering products that can be sent to customers on a regular basis. Companies that offer boxes with dividers that work to cradle each item will stand out from the rest for the extra measure of care and protection they provide.

If you are looking for a packaging design that pleases your customers while advertising your brand, Lien Design can help you get the results you are looking for. With years in the business, their **packaging design San Diego** will help build loyalty and trust to increase your recurring business. They are on top of the latest trends and will use updated strategies to help your e-commerce thrive.

E-commerce is the way of the future. Make a great impression on your customers by including branding in your shipping packages. Lien Design will turn your shipping packages up a notch to ensure your business name stays embedded in their memories.

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