

# How to Keep Products Safe With Minimal Packaging

Packaging is the unsung hero of a product's success. Done well, it can significantly improve a customer's perception of a product and the company behind it.

Rodney Taylor, Vice President at Crownhill Packaging, is an expert with more than two decades of experience helping companies maximize their competitiveness through packaging solutions. He offers the following packaging pro tips:

## 1 Test it

When a product arrives broken, the brand suffers. To minimize the potential for damage, test packaging before shipping. Simulate the conditions it will go through en route to a consumer to see how it holds up.



## 2

### Eliminate hassles

The 'unboxing experience' is a critical factor in a consumer's decision to recommend your product or become a repeat buyer. The industry-wide expectation is that they'll be able to unpack their purchase within 90 seconds. Frustration-free packaging will enhance their experience. Canada Post offers packaging designed to make it easy for customers.



## 3

### Go green

Businesses that minimize their carbon footprint and use environmentally friendly packaging are winning in the market. These businesses are also better prepared for legislative changes, such as the upcoming ban on single-use plastics. Select from an array of environmentally friendly packaging choices including those from The Packaging Company.



## 4 Size matters

Choose the best fit to ensure a package is cost efficient, sustainable and will arrive safely. Too large a box increases the cost while also requiring more packaging materials. Too small a package might not provide enough cushioning protection. Give your company a competitive edge with well-designed and affordable packaging made from sustainable materials.

