**5 WAYS TO IMPROVE YOUR PACKAGING**

The following is our simple guide to create the perfect packaging for your company’s products. Our over 20 years of knowledge in thermoforming has helped us become leaders in our industry, and we want you to benefit from it. If you can check off each step to our guide, you’re good to go!

Packaging is more than placing an item in plastic. It’s how we protect, display, and transport our products. From the receiver’s point of view, it’s how they sell what’s inside that packaging. From a B2B perspective, we want to make sure our packaging is as SAFE, FUNCTIONAL, PRACTICAL, and COST EFFECTIVE as possible. As for the B2C perspective, how a product is packaged is how consumers judge it as high end/ low end quality, brand recognition, and catches their attention.

There are many factors you have to think about when creating the perfect packaging. Ask yourself the following questions to help find what suites your product. Whether it be packaging for the food, medical, cosmetic, retail, or industrial industry, every detail matters on how to properly package your products.

**WHAT TO LOOK FOR:**

1. **Functionality:** Does your packaging serve its purpose? This is the most important question to ask yourself when looking for packaging for your products. Whether you have liquids, solids, or fragile material, each must be safely concealed in practical packaging to carry out it’s full purpose
2. **Shape:** Every packaging shape can make a big difference. For food containers, the shape can determine how much product can be displayed on shelves at the supermarkets, or what sets your product(s) apart from the next brand. Same thing goes for retail; shape determines how your product stands, sits, and looks on shelving. Shape also determines a snug or looser fit. How a design engineer creates the shape is crucial to protecting your product whether in a tray, clamshell, blister, or container.
3. **Size:** Counter space for any setting is crucial. Finding the right size to be properly displayed is very important. The more products out, the better. Size is also important in terms of how much product/ what kind of product is being packaged. Whether you determine how many ounces of food is packaged, or how many items in a tray need to fit, the package must fit snug for protection, and be the right size to sell properly to customers.
4. **Design:** This is what will set your products apart from the rest. Consumers notice specific trademarks that help with branding your products. You want them to be able to see your packaging and recognize within seconds, who you are.
5. **Material:** Do you want food grade, medical grade, biodegradable, flexible, clear, microwaveable, or colorful plastic used? There are many different kinds of plastics ranging from PET, RPET, HIPS, PVC, PP, and more you can choose from. The right plastic makes a world of difference pertaining to how sturdy, clear, or environmentally friendly your packaging can be.

Considering each of these five factors, can overall improve the functionality, look, performance, and cost of your packaging. Each detail makes a world of a difference.

For further information, please contact us through [lacertasales@lacerta.com](mailto:lacertasales@lacerta.com) or call 508.339.3312 for more information.