

PACKAGING

BUYER'S GUIDE

5 Myths about Packaging Busted!



The cheapest box is always the best packaging method
An inferior package can lead to costly damages and therefore upset customers

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Anyone is qualified to package my product
There is a much higher risk of damages when an inexperienced person packages your product

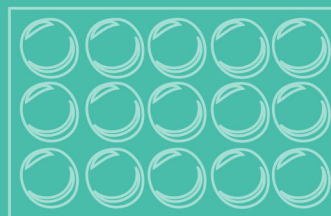


All packaging is stock and available off-the-shelf
Many products require custom designed packaging to accommodate highly technical, sensitive, or heavy products

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More foam = Better protection
Loading up a package with the wrong foam density can actually lead to damages



I don't need to allow any time for the package design process
Start thinking about your packaging during your product's design phase, many times packaging can be integrated into the manufacturing process

5