



**VALLEY**  
**Box Co**

**How Much Should Your Packaging Cost?**

# BREAKING PRICING DOWN

HOW MUCH SHOULD YOU BE  
SPENDING ON PACKAGING?

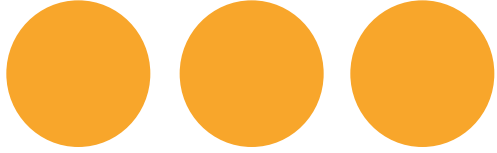


Packaging is customized to your product, therefore without knowing the specifics about your product it's nearly impossible for a packaging manufacturer to provide an exact figure.

**The good news is,** there are a number of ways to help make it easier for companies to estimate a budget for packaging.

# PRODUCT

SPEND



VALLEY BOX SURVEYED CUSTOMERS TO  
CREATE A PRODUCT STANDARD.

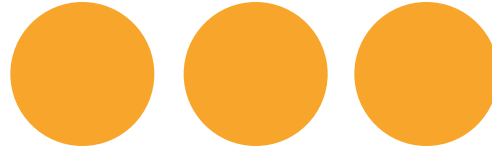
PRODUCT	% OF PRODUCT COST
DURABLE	.01-2%
FRAGILE & MARKETING	3-7%
LOW QUANTITY & COMPLEX	8-10%

Packaging is designed to protect the product inside, not just for the industry producing it.



# .01-2%

## DURABLE PRODUCTS



SOME ITEMS ARE DURABLE  
ENOUGH TO SHIP WITH  
COVERS OR OPEN CRATES.



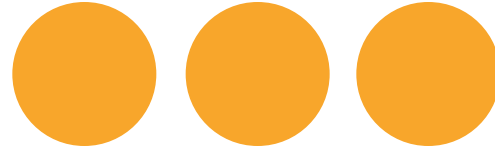
Protective covers can guard against minor dirt and debris & are available in waterproof, particle proof and tear resistant options.



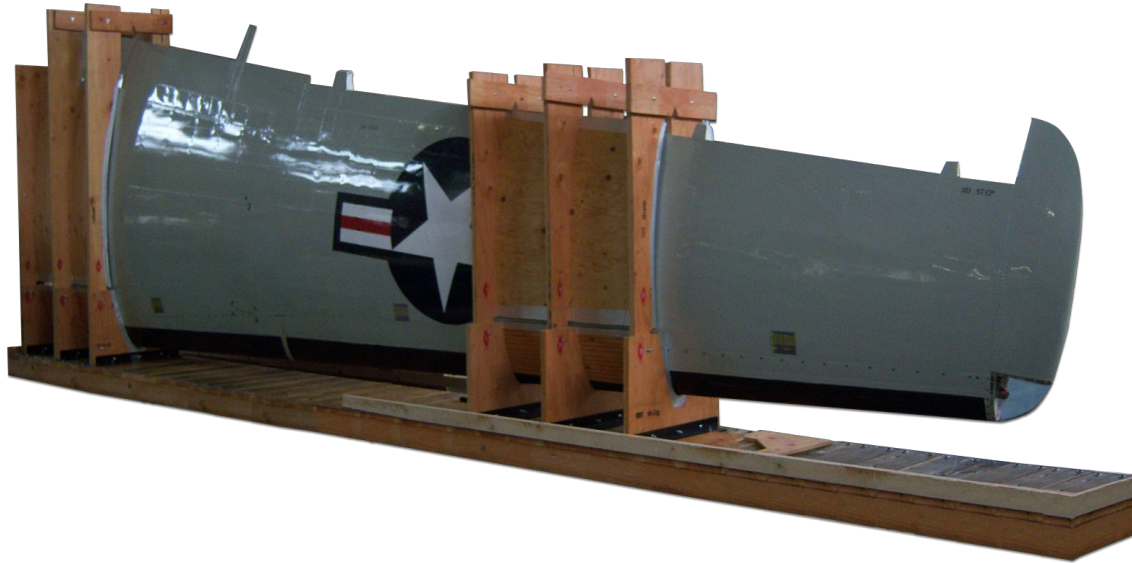
An open crate structure provides exterior protection, this style is lighter than enclosed boxes & lowers overall shipping costs.

# 3-7%

## FRAGILE PRODUCTS



FRAGILE ITEMS NEED TO BE  
SECURED WITH  
INTERNAL COMPONENTS.

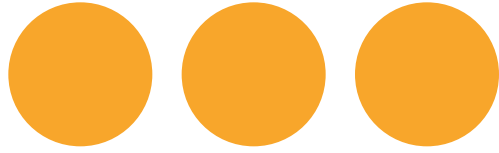


Custom fit foam-lined saddles connect directly to the containers base, protecting against vibration & abrasion during transit.



Tie down devices or ratchet straps hold your product in-place and can easily be installed inside the shipping container. Tie downs work particularly well in conjunction with saddles.

# 3-7% MARKETING



PACKAGING THAT DOUBLES AS A MARKETING  
TOOL ALWAYS HAS ADDED COSTS.



Custom corrugated boxes generally have higher order minimums, due to the fact that custom dies must be made to cut the shape, print the message and crease the folds.

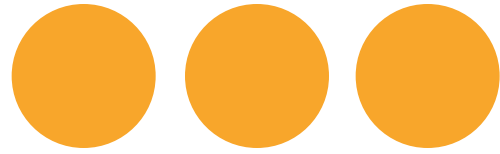


Custom corrugated boxes are available in a variety of styles, printing options and board strengths. These types of boxes are typically used for retail sales and point of purchase displays.



# 8-10%

## LOW QUANTITY



THE QUANTITY OF YOUR ORDER CAN MAKE A DIFFERENCE IN THE OVERALL COST.

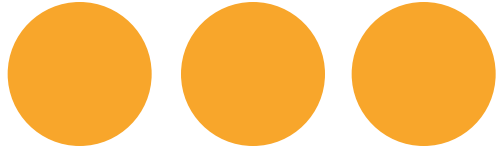


Most packaging manufacturers require larger quantity orders and will charge a premium to make an exception.



It might be difficult to find a packaging manufacturer to handle your small order for a low price, but it's not impossible.

# 8-10% COMPLEX



THE COMPLEXITY OF YOUR PACKAGING CAN MAKE A  
DIFFERENCE IN THE OVERALL COST.



Costs start to rise when dealing with intricate products that require an irregular shape or extremely heavy load to be supported. Packaging used during the manufacturing process, perhaps acting as a build stand, can also add to the cost.



Sophisticated interiors are called for when packaging to protect calibrated tooling, delicate instruments or sensitive equipment. Typically this type of package will accompany your product throughout its lifetime.



# CONTACT

## VALLEY BOX

WE'RE EXCITED TO START YOUR UPCOMING PROJECT.



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