

A guide to product packaging design

Types, sustainability and more

weavabel®



How to choose the perfect packaging option for your brand

Packaging is a crucial component in building a brand's image and identity. Often, it can be the all-important difference between consumers buying your garments or purchasing with your competitors.

Packaging is a big part of the picture when delivering your products to the end consumer. We have multiple e-commerce, bag and gift packaging options available, so you can choose branded solutions that work, no matter whether you retail your products online or in-store.

We're always developing new, innovative practices to incorporate into our packaging offering, so if you have a project you'd like expert support with, don't hesitate to reach out.

Using our stitch-to-store model, we'll work with you from concept to global delivery, ready for your products to reach the customer in the best way possible.

All of our packaging options can be customised to suit your specific branding and sustainability needs.

In this guide

You'll find the essential information you need to know throughout the entire process. From the measurements and finishing touches, right through to the intricate design elements and artwork, we've covered the steps that will improve your consumers' unboxing experience. By the end, you'll know how to transform your brand and move ahead with your packaging.

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Before you start designing your packaging

Although it can be tempting to dive right in and take inspiration from big brands, it's not the way you can stand out and deliver effective results. Take a step back and finalise some important details before the design stage even begins.

Assess your needs

Before you start, you should answer the following questions. These include:

What type of packaging do you need for your garments?

You aren't restricted when it comes to the type of packaging you can use, but it does depend on the garment. The type of packaging can vary depending on your garment's size, shape and weight, so take that into consideration when making your selection. We'll get into the options a little later.

How many units do you need?

The number of units you need will affect your brand's requirements and costs. If you sell thousands of garments, then it's a good idea to stock up on units so you're never short of packaging.

What's your budget?

It's not just the cost of the actual packaging you need to think about. Also consider how much a supplier will charge you for shipping and even packaging fillers if you need them.

What's your timescale?

This depends on when you need the packaging by. If there's an anticipated launch on the horizon, make sure you order enough packaging in time. Just keep an eye on your inventory levels so you never run out as it's important to maintain packaging consistency.

Do you have any sustainable requirements?

If you do, then you'll need to look for sustainable materials that fit in line with your brand's ethos. If your consumers love your garments because they're environmentally-friendly, it's a good idea to adopt sustainable packaging as well.





Get your packaging measurements as accurate as possible

The dimensions are a critical part of your packaging because it has a knock-on effect on other areas. It impacts the materials you'll need to use and it'll make a big difference to the cost of production as well as the overall expense of shipping costs. The bigger your packaging is, the more materials will be used and the more it will cost to ship.

Where you can, try to minimise the dimensions of your packaging. It allows garments to fit securely inside to avoid transportation damages and also reduces your carbon footprint. A lot of retailers tend to use big boxes for the smallest of garments and fill it with plastic and ship air which increases costs and isn't a sustainable option.

Know the different types of packaging available

You don't have to use just one type of packaging for your garments. If a bag doesn't fit your branding, then you can opt for a box instead. Here are some exterior packaging options to think about:

Don't forget about the extras which come with the packaging such as tissue paper, ribbons and stickers.

Folding carton boxes

A light and flexible style which is a cost-effective option.



Corrugated boxes

Highly durable and inexpensive option which is perfect as an outer protection on more luxury boxes to avoid damage in transit.



Rigid boxes

If you want a high-end, premium option, consider rigid boxes. They're thicker in material and give a luxurious finish.



Paper bags

A popular choice that's also environmentally friendly.



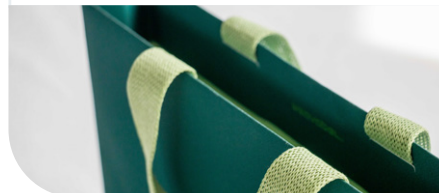
PVC bags

Great for smaller garments and to keep them dry in wet conditions during transportation. We offer various sustainable, recycled and biodegradable options.



Luxury & shopping bags

High-quality card shopping bags enable the ultimate customer experience. Add in twisted paper handles and crisp printing and they're the perfect way to elevate your brand.



Tote bags

These are ideal when consumers purchase a high end product. They're versatile, look great and are easy-to-use. You can even be kinder to the environment with an organic tote bag.



Kraft

This is a great option, it's durable, eco-friendly and uses recycled materials. It's a popular choice for brands that want to push for a greener approach. This material also requires no coating.



When you take the next step here's a handy little glossary to refer to so you understand different printing techniques that can be used. There's no need to worry as at Weavabel our team will advise on the best techniques to go with what you're looking to achieve.

Know your printing terms

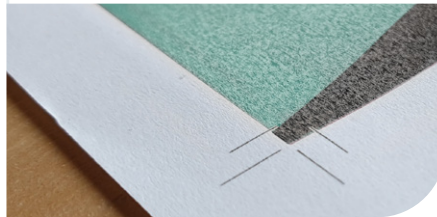
PANTONE® colour

A universal colour matching system. This is important for packaging, as you want each and every product to be the exact same colour to reflect your brand.



Bleed

After printing, the inks might run over the trim marks of the stock - which is known as bleed. This isn't visible on the final product.



Die cut

A die refers to a precise, razor-sharp steel blade that allows multiple pieces of the same shape to be created in an efficient manner.



Dieline

The flattened pattern of your product packaging which is used to create the proper layout for your packaging.



Embossing

Creating raised relief graphics on paper and other materials so the design sits proud of the surface.



Debossing

Stamping a design into the surface so that there's an indent.



Paper stock

This is the material your packaging is made from, this comes in many different colours, textures and thicknesses. There are qualities to match every budget.



UV varnish

A thin layer of gloss or matte coating applied to graphics, which will enhance their appearance.



Know what finishing touches are available

When you take the next step here's a handy little glossary to refer to so you understand different printing techniques that can be used. There's no need to worry as at Weavabel our team will advise on the best techniques to go with what you're looking to achieve.

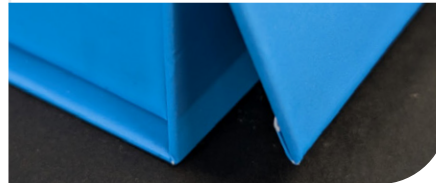
Foil

Whether it's metallics, matte, woodgrains or holograms, foil stamping can add a touch of luxury to any packaging type.



Coating options

Coating reduces the risk of print smudging or fingerprint transfer, it creates a premium finish. Finishes include matte, gloss, anti-scuff, soft-touch and varnish.



C-shelf

This can add support and rigidity to a box or create compartments for your contents.



Ink effects

You can add visual interest by using specialty inks like metallics, fluorescents, thermochromic (heat-sensitive), or UV-reactive inks, as well as techniques like overprinting or layering.



Closure options and extras

Closure options and extras are crucial decisions in packaging design because they directly impact both functionality and brand perception. The right closure ensures product security and ease of use, while extras like ribbons, stickers, or tissue paper add a layer of personalisation and enhance the unboxing experience. Together, these elements help brands create memorable, high-quality presentations that resonate with customers and reinforce brand identity.

Magnets

Secure packaging while enhancing the unboxing experience with a satisfying snap or pull of a magnet. They also add a premium feel and maintain structural integrity without visible fasteners.



Paper tape

FSC paper is eco-friendly and recyclable. When woven into a tight weave, it becomes a highly durable and adds a premium feel—whether used as a closure mechanism or as a decorative detail.



Stickers

Stickers can seal, brand, or decorate items, adding a professional touch, enhancing the unboxing experience and reinforce brand identity in a cost-effective way.



Tissue paper

Tissue paper can protect, add an element of elegance and adds anticipation to the unboxing experience. It's a great way to enhance brand presentation.



String

String is used as a box closure element for its simple, tactile charm and eco-friendly appeal, offering a reusable and visually appealing alternative to adhesives.



Ribbon

Elegant and tactile, there are many ribbon materials available from satin to grosgrain—offering diverse textures and styles to suit different branding and design needs.



Glue strips

A clean, secure, and tamper-evident closure. A glue strip can streamline the packaging process while maintaining a sleek, professional appearance.



Perforation strip

A perforation strip allows for an easy and clean opening by guiding the tear along a predetermined line, enhancing user convenience and preserving the brand's packaging design.



Sustainable poly bags overview

Recycled LDPE

Recycled Low-Density Polyethylene.
Recycled and recyclable.
Global Recycled Standard (GRS).
0.03mm-0.15mm.



Recycled LDPE + D2W

Recycled Low-Density Polyethylene with D2W additive. Recyclable and biodegradable. 18-24 months to biodegrade. EN 13432 Compliant.
0.03mm-0.15mm.



Recycled HDPE

Recyclable in most kerbside waste collections.
Frosted.
Made of: 30%, 50%, 70% or 100% recycled.
Recommended Thickness: 60 micron.



Green PE

Sugarcane ethanol LDPE.
Recyclable.
The Carbon Trust CO² Neutral.
0.05mm-0.11mm.



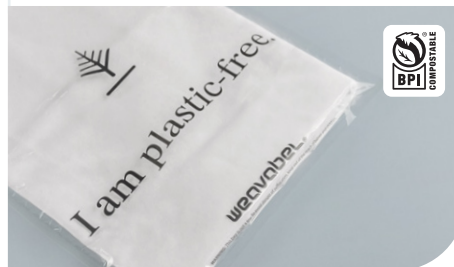
Cornstarch

Cornstarch and modified biopolymers (PBAT, PLA).
Biodegradable. 15-18 months to biodegrade. EN 13432 Compliant.
OK Compost Certified.
0.05mm-0.11mm.



Spruce cellulose bag

Sourced from sustainable wood pulp.
Home compostable.
Thickness: 35gsm or 38gsm.



Spruce paper bag

Durable, transparent paper.
Reusable and recyclable.
FSC certified.
Translucent.
Made of: 100% Paper



Water soluble

Water soluble.
Dissolves immediately in hot water.
Marine-safe and non-toxic.

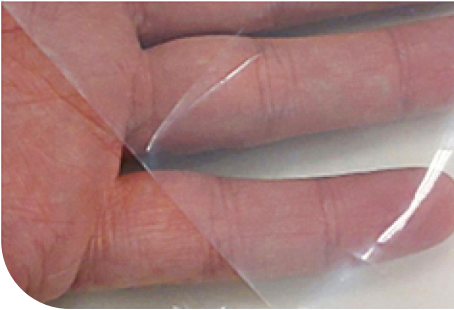




Finish options

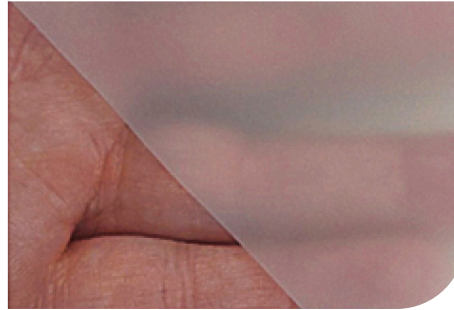
Transparent

Material options: LDPE, PP, PET, PS and Green PE.



Frosted

Material options: HDPE, CPE, cornstarch and EVA.



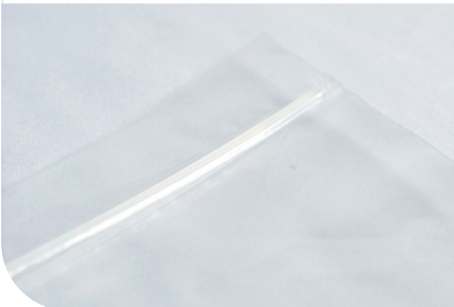
Opaque

Material options: LDPE.
Usually used for mailing bags.

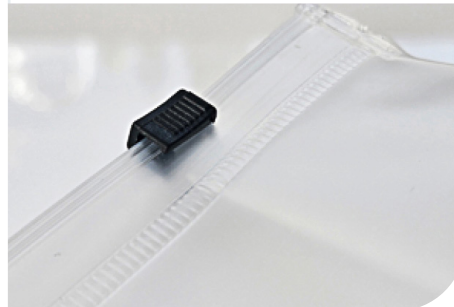


Closure options

Grip Seal



Slider



Adhesive strip



Innovative, sustainable materials

Future-focused branding and packaging materials that make your brand stand out from the rest.

FSC® paper

A certified sustainable and traceable paper that's biodegradable, recyclable and protects against harmful deforestation. Used for hang tags, overrides, woven bag handles, carrier bags, gift boxes and more.



Organic cotton

An eco-friendly cotton material made from naturally cultivated plants, free from artificial agents, toxins, fertilisers or pesticides. Used for clothing labels, garment bags, swing tags and more.



Recycled polyester

A GRS-certified man-made fibre produced using post-consumer PET waste. Recycled polyester is recycled and recyclable. Used for clothing labels, embroidered badges and more.



Kraft paper

A strong, durable paper made with virgin wood pulp that's organic, recyclable, biodegradable and renewable. Used for carrier bags, hang tags, mailing bags, boxes and gift packaging.



Recycled LDPE

Recycled and recyclable, GRS-certified plastic alternative made with post-consumer waste. Available with up to 100% recycled content. Used for storage and protection during garment distribution.



FSC® rubber

A natural material using rubber that's sustainably sourced from FSC-certified forests, reducing the impact on the environment. Used for injection-moulded badges and more.



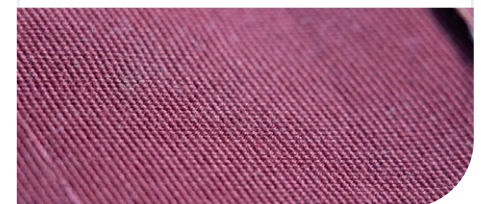
Water soluble plastic

A PVA-based plastic that's biodegradable, recyclable and will dissolve in boiling water, reducing the amount of plastic waste going to landfill. Used for poly bags and more.



Bamboo yarns

Made from bamboo grown in Asia, bamboo yarns are a regenerative and biodegradable material that requires less water to produce than cotton. Used for printed labels and tapes.



Innovative, sustainable materials

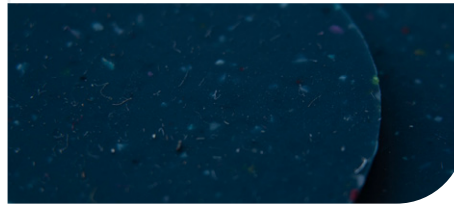
Bamboo paper

A regenerative, biodegradable paper that requires fewer chemicals, water and no bleaching during production. Used for hang tags, carrier bags and more.



Recycled silicone

A waterproof and durable material made from post-consumer silicone waste. The GRS-certified silicone reduces chemicals and emissions. Used for badges, patches and more.



Recycled nylon

Produced using recycled post-consumer nylon, such as discarded fishing nets, this material can be used for care labels, injection-moulded badges and more.



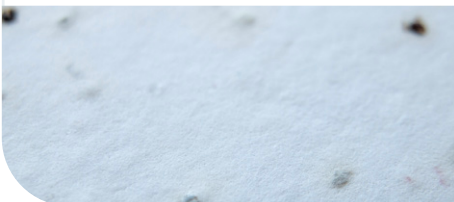
Recycled leather

Manufactured using pre-consumer leather offcuts, reducing the impact of waste in landfill and on the environment. A luxury option used for patches, badges and more.



Seed paper

A biodegradable paper that can be planted to grow wildflowers. It's also regenerative and sustainable. Used for swing tags, override tickets and more.



Recycled TPU

A strong, durable plastic using 100% GRS-certified recycled materials, minimising the impact of plastic on the environment. Used for embossed badges, cord ends and more.



Water-based PU leather

A vegan leather created using a polyurethane resin and water instead of toxic solvents, minimising harm to animals and the environment. Used for leather patches and more.



Tencel

Created using wood cellulose from eucalyptus trees, Tencel yarns are biodegradable and compostable, reducing the amount of waste. Used for printed tapes and more.



Innovative, sustainable materials

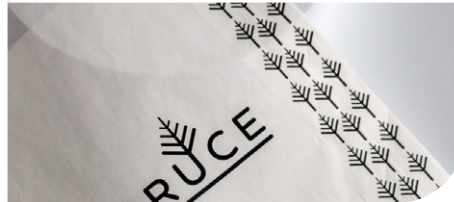
Cellulose film

Is a clear and glossy material made of tree cellulose from PEFC forests. It is home compostable relieving pressure on waste systems and promoting a circular economy. Used as a garment bag as an alternative to a plastic bag.



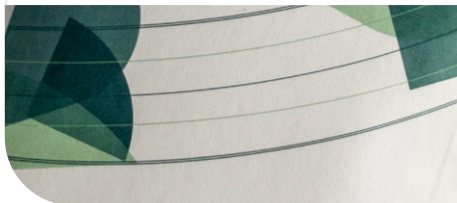
Glassine paper

Glassine paper is semi-translucent, weather resistant, durable and can be FSC-certified. As it is paper it is easily recycled, promoting a circular economy. Used for paper envelope bags or gusseted garment bags.



Paptic paper

Paptic is bio-based, renewable and recyclable material made from wood fibres. An FSC option is also available. As an eco-friendly alternative to using plastic in packaging it can be used for bags or mailing envelopes.



Twisted paper string

A versatile, eco-friendly string option, featuring FSC accreditation. It can be matched to specific Pantone colours and is used for attaching hang tags and button bags to products.





At Weavabel we're here to help

The best processes and features to use on your packaging as not all options are available or effective on every packaging type.

Packaging type, print technique and finishing touches. Once you've finalised your choices for your packaging and how you want it to represent your garment brand, it's time to move on to the design stage.

Let's design!

Before you actually get into the design stage of your packaging, there are some key considerations that will shape how you present it. These small details can make all the difference and they're additions that can change your design drastically.





When you take the size, type of product and materials into consideration, this will help narrow down your packaging design options.

What is the product?

This should be easy - what's the actual product you're selling? Do you specialise in socks, suits or even swimwear? Think about the type of garments you're selling and what type of packaging reflects well. If you're selling high-end footwear, then you wouldn't choose a regular bag with colours that don't reflect luxury.

In some cases, you might realise that because you have many different garments, each one might be suited to a different packaging type. Handbags work well in premium boxes, t-shirts are ideal for bags while card shopping bags work really well for store purchases, for example.

Who's your intended audience?

Although your garments are aimed at a particular audience, your packaging needs to do the same. Is it exclusively for men, women or both? Are your garments aimed at adults or children? Is it for those that chase high-end brands or those that are on a budget? All of these factors can shape the design of your packaging.

Make sure it appeals to your ideal customers. If you're a luxury fashion brand aimed at affluent customers, make sure you use materials and colours that reflect that. If it's for children, you'd want bright colours that stand out and excite them. Do this in the early stages of the design process to create something that perfectly fits your brand and consumer profile.



How is your audience buying your garments?

Depending on where your garments are sold, you'll need to think differently about your packaging. Is it all online-based? Are your garments on rails in a department store? Do you own a small boutique? The location can make a big difference in the design of your packaging.

It always needs to stand out from the competition, but it also needs to reflect where your garments are selling. If it's a high-end fashion house like Fendi and Givenchy or even a small boutique, you need packaging that looks like it belongs there.

If your brand also has an online presence, packaging for online purchases will also advertise for you while they're shipped.

Alternatively, instead of being instantly recognisable, some brands choose to have a plain outer and a fully branded inner for added security in the delivery of high-value items.

E-commerce packaging

Are you looking for Kraft mailing bags? Or would you prefer plastic, but want to make sure it's sustainable? We've got you covered.

Kraft fluted flat-pack mailer box

FSC Recycled Certified.

Easily recyclable with household waste.



Kraft mailing bag

FSC Recycled Certified.

Recyclable and biodegradable.

Strong and durable.



Gift packaging

Are you looking for luxury options that don't cost the Earth? Then you've come to the right place. Create the ultimate unboxing experience with our gift packaging range. Fully customisable to suit your (and your customers') needs, find the options that add value, create a lasting impression and can be used by customers again and again.



Kraft paper carrier bag

Easily recyclable with household waste.

FSC mix certified.



Bamboo paper carrier bag

Recyclable and renewable.

Alternative to traditional paper packaging.



FSC mix flat-pack gift box

Recyclable.



Kraft flat-pack gift box

No magnets included to improve recyclability.

Recyclable paper string closure.



Organic cotton dust bag

Brushed cotton, produced without chemicals, fertilisers or pesticides.



The crucial final steps

With your design finalised, you can prepare your artwork for your brand.

Preparing your artwork

For your artwork to be ready for production, you will need a vector file, not a raster. This is because, with a vector file, you can edit and scale the image without compromising on quality. You can't afford to have your images looking low-resolution on your packaging when the world can see them.

Sampling

Your next step is to sample the product. This is essential to make sure you achieve what you originally set out to with your packaging as well as test the quality and check the print and finishes chosen work with your product. The prototype stage allows you to change your mind on certain design elements if you need to, rather than using something you're not entirely happy with. Use this stage to finalise the structure, measurements and designs until you're 100% happy.

Now you're ready for full production

Once the order is in, now all you need to do is sit back and wait. Receiving your packaging all depends on the specifics of your packaging order. The size of the packaging, the materials used, the level of detailed artwork, method of delivery and the number of units can all impact the timescale.

We'll also have your designs and other requirements stored, so it would never be as long of a process.

Before going into production, you should have been made aware of how long this process could take. Although, if packaging is going to become a regularity for your brand, then it's a good idea to work with a specialist like Weavabel that can look after this entire process for you.

By doing this, you both can map out your packaging inventory expectations and the schedule. This makes it easier to maintain exactly what you need globally with stock holding facilities for immediate call-off and brand consistency wherever you are in the globe.





What's next?

You know what the entire process is and what's involved at each stage, so now you need to begin. The best course of action is to work with a garment branding specialist that has experience in delivering high-quality solutions for brands.

At Weavabel, we believe that when it comes to garment branding and packaging, you need the very best design assistance. We can work with you to create bespoke packaging from concept right through to delivery. With our range of creative packaging options, your products can stand out better than ever.

But don't just take our word for it. We've put together a case study guide that showcases three of our top clients and some of the proudest packaging work that we've produced. To get a more in-depth look at how we helped them, get your copy of the guide below.

Our product range

Brand & care labels

Made from recycled polyester, organic cotton, bamboo and more.



Swing tags & seals

Made from FSC-certified papers or bamboo, stone and many other options.



Badges & tapes

Made from recycled polyester, FSC-certified rubber, organic cotton and more.



Leather & metal trims

Made from alternative leather materials and sustainable metal options.



Heat transfers

From single-colour prints to technical silicone-printed raised transfers.



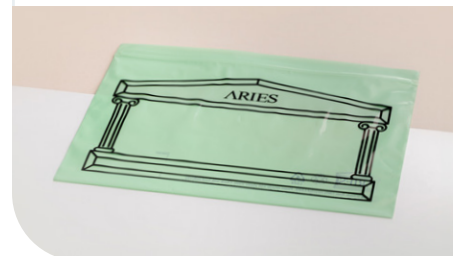
E-commerce packaging

Kraft paper fluted boxes and mailing bags and envelopes.



Poly bags

Made from recycled, water soluble or biodegradable materials.



Gift packaging

Made from bamboo paper, kraft paper, organic cotton and more.



Global footprint

Being global, we always think locally when dealing with your requirements, delivering our services wherever you and your vendors are in the world.

We are continually expanding our network of manufacturing locations and currently have warehousing facilities in 8 of the key strategic manufacturing locations in the world.

1. **Weavabel UK**
Leeds, UK
2. **Weavabel China**
Shenzhen, China
3. **Weavabel Lda**
Maia, Portugal
4. **Weavabel HK Ltd**
New Territories, Hong Kong
5. **Weavabel Pakistan**
Karachi, Pakistan
6. **Weavabel India**
New Delhi, India
7. **Weavabel Turkey**
Istanbul, Türkiye
8. **Weavabel Bangladesh**
Mirpur, Bangladesh
9. **Weavabel Vietnam**
Hanoi & Ho Chi Minh City



We look forward to working with you

Speak to our experienced team today to find out more.

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