



5 FATAL FLAWS OF PACKAGING

GOOD PRODUCTS SHOULDN'T SUFFER FROM BAD PACKAGING

THERE'S A LOT RIDING ON YOUR PACKAGING.

It's your brand's first impression to customers, and your product's last line of defense against damage. Packaging impacts sustainability and efficiency, not to mention your bottom line. With all of the different tasks packaging has to do, there are lots of ways to get it wrong—each with its own problems for your brand. Designing from so many angles at once can be daunting, which leads many brands to neglect it.

There's too much at stake to let your packaging become an afterthought. You deserve packaging that's helping your brand, not hurting it. While the number of possible pitfalls is endless when creating packaging, there are a few mistakes that are extremely common (and costly). Keeping an eye out for these five fatal packaging flaws could save your brand a lot of headaches and heartaches over lost sales, bad reviews and missed opportunities.



MIXED MESSAGES

1

HYPOCRITICAL
PACKAGING SYNDROME

Sometimes things aren't what they seem. Packaging can say one thing through graphics and claims, while communicating something else under the hood. Don't confuse customers with two-faced packaging. Your packaging should be designed to align with your brand's values and what's printed on the surface.

For example, a brand and product focused around ease of use shouldn't take the jaws of death to extract from

its package. Likewise, products made with sustainability in mind shouldn't show up in wasteful packaging (more on sustainability later).

Structure and materials in your packaging can speak to customers just as much as what's printed on the label. Brands that remain consistent across every application build a cohesive reputation of authenticity which can go a long way with consumers today.





DELIVERING DISAPPOINTMENT

WITH A WEAK E-COM STRATEGY



E-commerce is a very different animal. For starters, fulfillment is more taxing, demanding greater protection from packaging. Each damaged delivery means lost profits, bad reviews, and brand new product going to landfills. Use ISTA testing to find any weaknesses before they cause harm.

Beyond protecting the product, your packaging needs to carry your brand appropriately for e-com. Are you

treating online shoppers like an afterthought by simply tossing retail packaging into an oversized brown box?

Rather than attracting attention and trying to sell, this is your chance to help customers get to know your brand and want to reorder. Great e-com packaging greets customers on behalf of the brand. It rewards their patience and affirms their purchase decision by presenting the product in a way that feels special.

CREATING WASTE

3

AND TRASHING SUSTAINABILITY



All packaging has an afterlife. Where will yours end up? Sustainability is a growing concern among many consumers, and brands who want to improve their impact need to plan their packaging's funeral during the design phase. Each choice we make in creating packaging can influence whether it is reused, recycled, composted, or sent to landfills.

But sustainability is bigger than just end-of-life. How much material is

used? How much space does it take up on a truck? How much energy does it take to produce and transport? Optimizing efficiency can have huge impacts for sustainability, as well as your bottom line.

Don't forget clear communication here, since your brand depends on consumers taking the right action to send your packaging to a better place. Let them know what you're doing and how they can take part.



4

HIDE AND SEEK

GETTING OVERLOOKED
+ LEFT BEHIND



Every brand wants to stand out. The problem is when everyone shouts, no one is heard. Similar products often end up having similar appearances in packaging and try to out-do one another with value claims, resulting in monotonous noise. A better approach is to look for a direction that no other brand in your space is taking, and do it well.

Remember, standing out involves much more than just color and

graphics. The shape and format of a package can be even more effective to set your product apart. Is there a way you could customize the shape of your current structure? Could you use a format that isn't being used in your category? Or is a totally custom structure an option?

Consider all of this in your brand's strategy, and how your personality plays a part. Distinct character can be as powerful as unique product features.



UNBOXING UGLINESS

5

CAUSING FRUSTRATION +
MISSING OPPORTUNITIES

No one likes struggling to get to their new product. While some products have a real need for packaging security features, many brands put unnecessarily annoying hurdles in the way like clam shells, wires, zip ties, padlocks, etc.

At the very least, your packaging should be as easy to open as possible. But lack of frustration alone isn't enough to make a lasting impression. Have you ever watched a movie on

mute? The action and drama falls flat, and it feels incomplete. Lots of packaging sets up a drumroll with beauty on the outside, but once you crack the seal it's a letdown. Putting all your effort on the outside shows customers that you only care about getting to the sale.

Not every product needs an elaborate unboxing, but thoughtful touches inside go a long way to create a unique experience.





CUSTOM PACKAGING DESIGN

Packaging has the power to help brands succeed or hold them back. Go further with the packaging your products deserve. Reach out for help and find more resources at:

www.fuseneo.com

