

# Packaging make the right impression



## PACKAGING

In today's market, consumers seek out appealing packaging. First impressions generally take about seven seconds, and those seconds matter. Research reveals that at least one-third of product decision-making is based on packaging, along with personal preference – packaging is almost as important as the product inside.

### ONE CUSTOMER'S EXPERIENCE

The owner of a premier, home furnishings and gift store wanted to find packaging to help him make maximum impact at the point-of-sale, enhance the perceived value of his merchandise and advertise his store. He wanted the packaging style to convey the same feel as his products, as well as coordinate his businesses name and the store's atmosphere. The merchandise featured handmade, reclaimed barn wood furniture, rugs, lighting, and unusual American craft items that had a unique, earthy feel and an artistic elegance. Despite having strong sales and continued growth, he believed that packaging was required to create further impact, and help him keep pace with the major, high-end, national chains surrounding him.



### THE SOLUTION

Working collaboratively with the retail owner, a packaging company quickly began creating eye-catching solutions. Their goal was to communicate the store's brand and essence through packaging. Knowing the easiest way to catch attention is through color, they explored the choices. They selected colors with a natural look and vibrant accents that communicated the values of the store by combining raw beauty with artistic flair. Next, they chose boxes, bags, accessory items, and imprint options to convey the statement they were striving to make. In order to make a lasting impression, the packaging company suggested that hot stamping would be a unique point of difference and an excellent form of advertising.

### THE RESULT

The packaging solutions selected unified the brand and set the retailer apart. The retailer and packaging company were confident that these solutions would lift sales, and they did. As the relationship continued to grow, they collaborated and were able to find solutions for the busy holiday season that were more time-efficient, yet remained distinctive. They also found ways to cut costs without damaging the statement and appeal. The packaging has made a positive impact and a notable difference. After nine years, the retailer's brand is broadly recognized in the community and has resulted in a win for everyone.

### About Safeguard

Safeguard provides integrated business and marketing solutions and a unified suite of services for a company's go-to-market needs, and all are delivered with the highest level of service. We are an end-to-end, single-source provider designing, manufacturing, fulfilling and distributing from locations throughout North America. Safeguard uses a high-touch and high-tech combination of products, services and solutions. Safeguard Consultants have worked collaboratively with organizations to manage, market and grow their companies for more than 60 years. Our mission is to help businesses acquire and retain customers. Building your brand efficiently and effectively while streamlining day-to-day operations — that's the Safeguard way!