



Packaging

THINKING OUTSIDE THE BOX

To create the ultimate retail product, you need to instill desire in the potential customer – make them really want it! If you get this right, your product will fly off the shelf.

Packaging is about making a ‘promise’ about what’s inside. You need to make it look like it’s worth the price tag and make them want to know more.

Firstly, you need a strong brand presence to launch any new product. On this you can build a range of products now... or later when your first product is a raving success.

Next, there are practical elements to consider. What are the functional needs of the packaging and the opportunities this presents? Think shelf-life, stacking, posting, materials, look, feel, etc. Do you need to see the product inside or is photography or illustration appropriate? Can we use existing packaging as a base, or is a bespoke design necessary?

We can also help you think about sustainability and the expectations of your customer. Less is more, whether it’s recycling, re-usable or maybe even edible, we can help you find the right production process for your product.

Also no matter how small you are starting out, it’s important to get serious about the legal requirements of your market. Do it right the first time and you will be able to sell here, there and everywhere!

Finally, our in-depth knowledge of print will ensure that all of these factors all align to your new brand values, your budget and your vision.



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Fluid packaging examples

We have experience in designing packaging within every market sector, both within New Zealand and internationally.



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