

6 TIPS FOR PACKAGING YOUR CREATIONS

By : Perles & Co



How to choose the right packaging?

1. A solid packaging

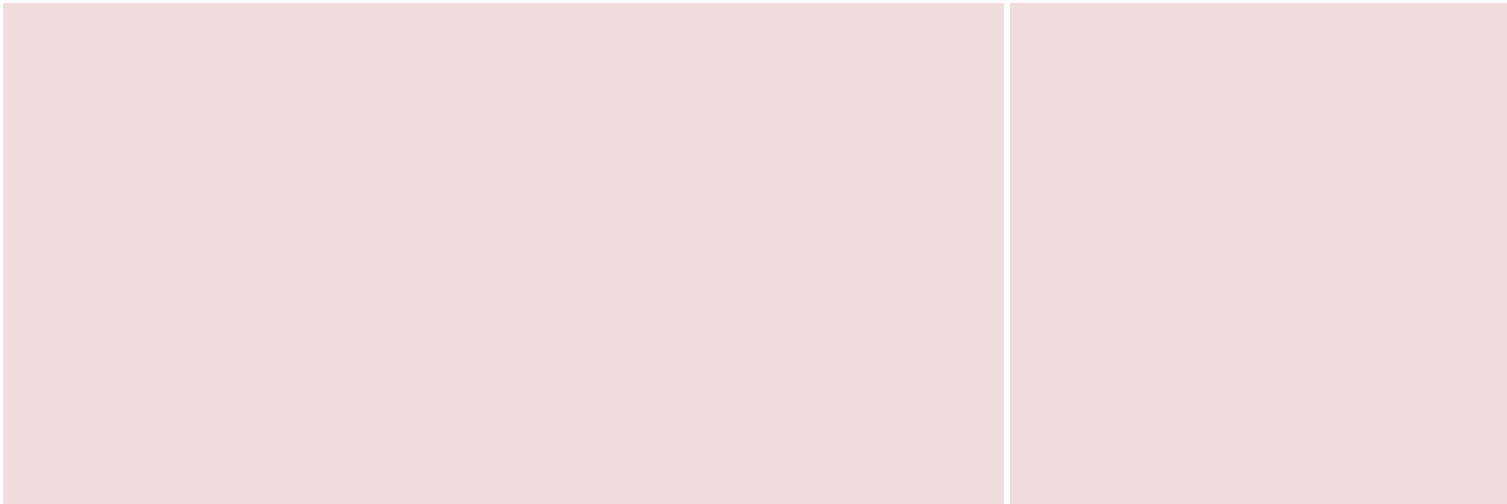
Jewelry packaging should be pretty, but above all it should be solid.

No matter where you ship your package, whether it's next door or halfway around the world, it's likely to get roughed up by the various delivery services. That's why your packaging needs to be strong to protect your creation.

Also, if you're at a designer's market booth, consider that your creation will be carried from one place to another by your customers. It would be a shame for that little gift you bought at your booth to get damaged when you give it away.

To protect your DIY creations, you have plenty of choices: bubble wrap, foam, polystyrene bubble, tissue paper, kraft paper, newspaper... You can also look for eco-responsible solutions, your customers will be sensitive to this.

The packaging must also be easy to open and reasonable! The dimensions of the packaging must be in adequacy with the creation. For example, a ring in a large box will not be "wedged" and may be scratched or damaged during transport. On the contrary, take a box adapted to its small size so that your creation does not "move" during the sending.



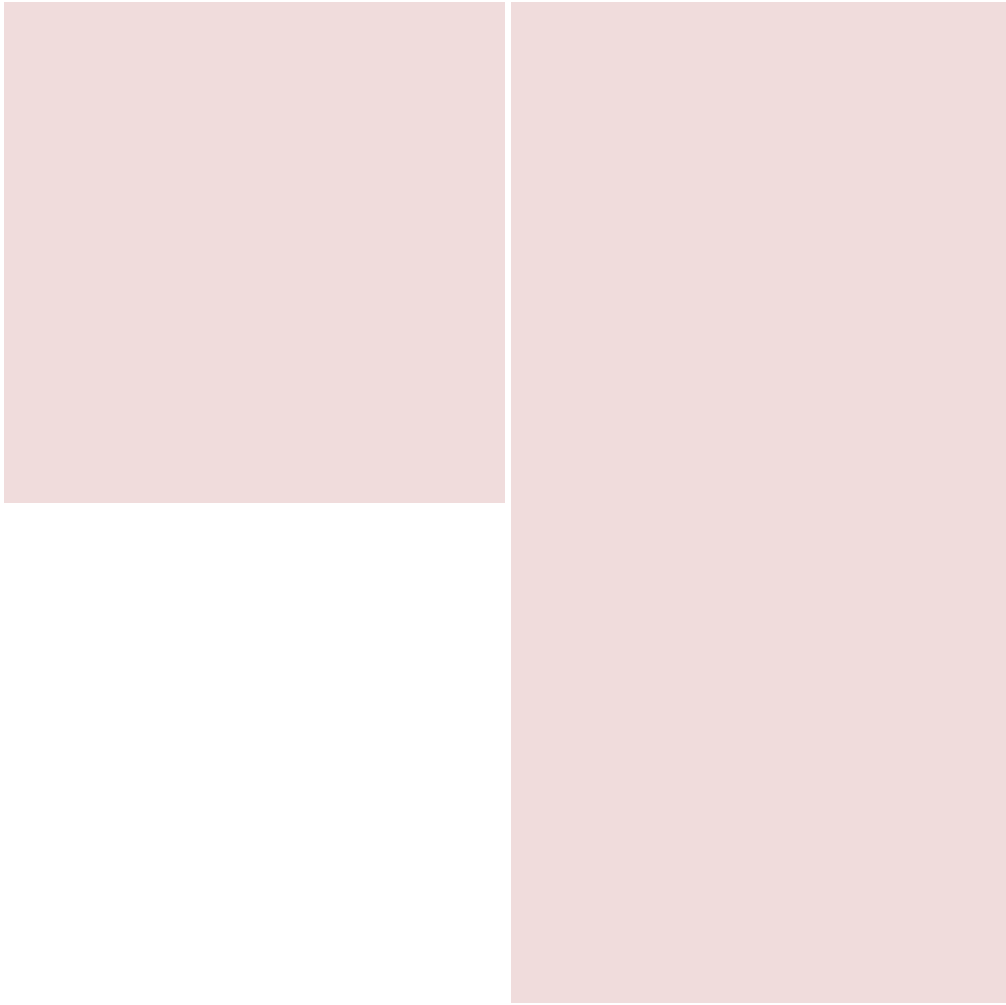
2. The professional packaging

First of all, your packaging must be of good quality: it must be solid, as we have seen before, easy to open and also nice to look at. Think that these nice packagings are the first image that the customer has of your brand.

The packaging must be a reflection of your brand. Until now, you have taken care of your brand image in every detail, whether it is in your communication, the name of your brand, the photos of your products, your logo, the graphics. You have to go all the way with the packaging. It must absolutely be consistent with your brand, with your values:

- If you make creations related to the world of toddlers, favor soft colors.
- If you make creations related to nature, use recycled cardboard packaging or organic packaging sourced with natural colors.
- If you have a very girly universe, play the princess card to the fullest.





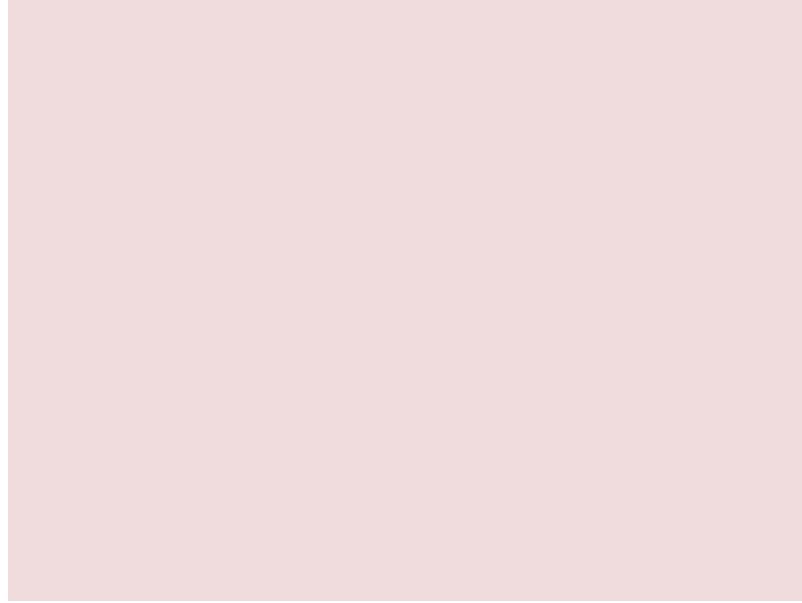
3. A personalized packaging

Write (or print if you don't have time) a thank you card. The more personalized this little note to your customers (handwriting, authenticity, first name...), the more your customers will be touched by this delicate attention and will remember you.

Add also a card to explain your reason and your creative process. You can also give more practical information: how to clean silver jewelry? How to care for costume jewelry? How to use a product? The meaning of the gemstones you used... No need to write a novel, a few words will suffice.

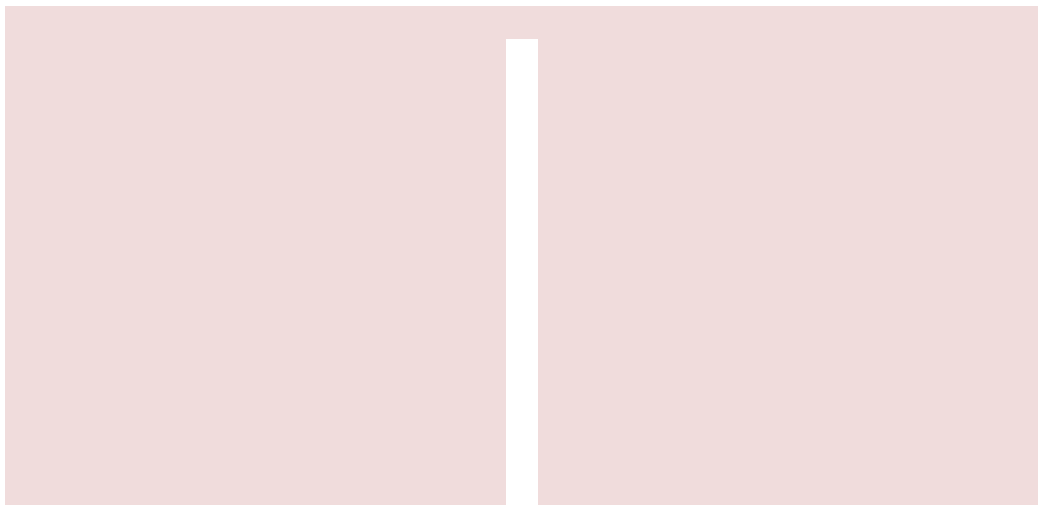
And finally, the element not to forget is the business card! It is essential! It must include your brand name, your logo, all your contact information, your website address and your social networks so that people can easily find you and follow you. And more than that, it must make people want to keep it. The graphics, photos, font, colors ... Nothing should be neglected.





4. Reusable packaging

If it is pretty, solid, and moreover, it is useful, your packaging will be even more appreciated. Zero waste is trendy, your customers will not hesitate to put their jewelry back inside or use it to store something else. They can also transform the bags into bulk bags to do their shopping.



5. Goodies, the little extra of packaging

Goodies or not goodies... We often ask ourselves this question, well, it's up to you! Even if this little attention is always appreciated when it is well chosen, it is not an obligation. If you don't feel like it or if you are afraid that it will cost you too much, there is no need to force yourself.

For those who have chosen the goodies option, beware of the expense. The ratio between the price of the goodies and the price of your creation must be proportionate.

Which goodies to choose? Choose your goodies wisely so that they don't end up in the garbage within minutes of opening the package. For example, include small candies in your packages. Choose packaged treats that will keep, but avoid chocolate. In spring, at Perles & Co, our order pickers add lollipops to the packages.

Is your brand related to nature? Think of planting cards to beautify your customers' gardens.

6. Don't buy too much gift wrap





Imagine that you are changing your logo, your universe, your brand image... What are you going to do with all the packaging you have bought? It's better to have enough of them (even if it means restocking), rather than throwing away all the packaging you no longer use.

